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# Manufacturers record

THE INDUSTRIAL SOUTH AND SOUTHWEST

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Pointing up South's Progress—Arkansas Chief Executive Orval Faubus, right, gives Southern Governors SASI Report On Industrial Growth In Region (p. 55).

A CONWAY PUBLICATION EST. 1882

# STEEL DECK and LONG SPAN M-DECKS



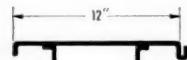
## MAHON STEEL DECK and LONG SPAN M-DECK SECTIONS



STANDARD DOUBLE RIB



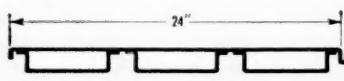
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LONG SPAN M-DECK  
SECTION M1



LONG SPAN M-DECK  
SECTION M2



LONG SPAN M-DECK  
SECTION M3

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# MAHON

## Manufacturers record

NEWSMAGAZINE OF SOUTHERN SCIENCE AND INDUSTRY—EST. 1882

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EPA

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## LETTERS

**SIRS:** We noticed in your last issue of the MANUFACTURERS RECORD that you have a map showing the Aircraft and Missile Industries in the South. From studies that you might have done in the past, we are wondering if you have ever published maps showing the location of Metal Working Industries in the South by industry classification.

Another thing we are very much interested in is the rate of growth of industry as a whole in the South and Southwest. This would include expenditures on new plants and equipment and, or employment in the various industry groups. We would like this information if it is available back to the year 1949.

**ROBERT B. WHITE**  
Market Research Mgr.  
Standard Pressed Steel Co.  
Jenkintown, Pennsylvania

► We have not yet published a map showing the location of metal-working industries in the South. However, we expect to do so within a few months. For information concerning the industrial growth of the region, we refer you to the BLUE BOOK DIRECTORY edition of the RECORD.

**SIRS:** We were pleased to read on page 46 of the August issue of MANUFACTURERS RECORD the writeup on our study of Latin American buying power and on our training program with EDA, and are writing to express our appreciation for the fine way in which your publication handled this.

**ROSEMARY HOFFMAN**  
First Research Corp.  
Miami, Florida

**SIRS:** We note in the August 1956 issue of MANUFACTURERS RECORD under "New Plant Summary," Page 17, our new plant in Jacksonville is listed. However, you show the address of our Boston plant as the parent corporation, also that we manufacture "rubber discs for paper manufacture."

Our plant, which went into production August 1, is located at 810 Flagler Avenue, Jacksonville 7, Florida; it is a subsidiary of Jas. H. Matthews & Co., a Pennsylvania Corporation, 3942 Forbes Street, Pittsburgh, Pa. The Jacksonville plant manufactures "Rubber dies for printing on corrugated boxes." We spell our corporate names Jas. H. Matthews & Co.

**P. A. FITZSIMMONS**  
Jas. H. Matthews & Co.  
Pittsburgh 13, Pennsylvania

**SIRS:** I have just returned from a vacation in Colorado and to my surprise found that you had written me up quite favorably in the July issue of MANUFACTURERS RECORD. I appreciate your courtesy in selecting me for such an article and I do not know who prepared the copy. If it had been published a month later, you could have mentioned the fact that our company now owns television station WTVT in Tampa-St. Petersburg, and for a year and a half we have owned television station WSFA in Montgomery, Ala.

I do want to thank you for making me the subject of such a flattering article.

**E. K. GAYLORD**  
Publisher  
THE DAILY OKLAHOMAN  
OKLAHOMA CITY TIMES  
Oklahoma City, Oklahoma

**SIRS:** We have just received our July issue of your magazine and think it is one

of your best editions. We were extremely pleased to note on Page 38 in your new Southern Products Column a feature article and photograph of our new noiseless 22 gallon Polyethylene Plastic Garbage Can with lock lid cover.

I wonder if we could secure 25 copies of this article for distribution to our representatives throughout the country and hope that you will be able to forward same by return mail.

**RALPH FLEMING**  
Loma Plastics, Inc.  
Fort Worth, Texas

**SIRS:** Our business is conducting surveys on properties for the purpose of determining the actual underground water situation before the drilling of a well is attempted, these surveys are designed to fully understand the drilling site that will produce the greatest amount of water to be found on a property and when we complete a survey we report on the capacity of water to be secured on our selected drilling site and the depth to drill.

We have been receiving your MANUFACTURERS RECORD . . . for several years but lately we have been having trouble in understanding the correct address of some proposed plants and in writing to the best address we have been able to figure out the letters have been returned with notations stating that the parties were unknown.

We would appreciate you informing us if there is a similar publication like yours that covers Pennsylvania and Maryland.

**F. M. BOOKER, SR.**  
F. M. Booker and Son  
Winston-Salem, N. C.

► We carry announcements of new plants in MANUFACTURERS RECORD just as soon as they are received. Frequently we carry items about plants that are to be built by newly organized firms. For this reason, it is possible that mail addressed to them at the proposed location of the new plant would be returned undelivered.

In reply to your question, we do not know of a similar publication covering Pennsylvania. We do attempt to report all major new plants in Maryland.

**SIRS:** We would appreciate very much if we could receive two (2) extra copies of your August 1956 magazine. We wish to keep our original subscription copy in our office files but supply one additional copy to each of our industrial salesmen in Florida and Georgia.

**CHARLES GRABOW**  
Alemite Co. of the Southeast  
Jacksonville 1, Florida

**SIRS:** I am sending you by mail today eight copies of my "When Patience Is Not A Virtue." Kindly read it very carefully, as I tried to make plain what our troubles now are, and which are getting worse, due to an exaggerated democracy. See references therein to the strike situations. If I can get \$3,000 to finance a revised issue of the booklet to consist of 100 pages, I can help turn the tide.

**W. H. AMERINE**  
Retired R. R. Official  
Author & Ex-Newspaperman  
209 N. Capitol Parkway  
Montgomery 7, Alabama

## LETTERS

**SIRS:** I have got what I call the energy lever that will do its own work going up and down. I can convince anyone that will take an interest to get it on the market and patented for me. I am an old man now on my 91st year and I want to ask you as I am sure you can tell me of some manufacturing firms that you think would like to take a interest with me and will thank you for the names so I can write to them about my energy lever. I want a reliable firm, one that is able and I will be protected and not lose my idea before it's patented in my name, as I have been trying to get two levers to go up and down ever since I was 12 years old and now on my 91st year in life, I want to get my energy lever on the market before I have to leave this world. I am sure you can help me or advise me for the best way to do that as I wouldn't be writing if I didn't have faith my lever would do as I have been saying it would do.

There is no power to it—only goes up and down—and it would be worth something on the market. Let me know what you think about such a novelty . . . If nothing else it would be a sight to show in anyone's home or store and would lift an ad up and down all the time and no cost to do it, with my energy lever.

All people are called a fool that start things, by the people who never try to do anything. And I feel this way about it. God puts the idea in the brains of man just like he did when he told Noah to build the ark way up on top of a mountain. They called Noah a fool then, and when Dr. John Gorie invented ice, he was called the biggest fool of all times to say he was going to freeze ice in the hot summertime, and had to have a steam boiler to do it with. Just like the saw mills used to cut lumber.

I started to help with the ice building machines and I was called a fool at many places we put up ice machines. Even right here in this town, I put up one in the year 1912 and I was called a fool . . . You are crazy they would tell me, but I would say in about sixty days come around and I will show you and let you eat some ice. Before ice machines were making ice, it cost sometimes in the hot summer, one dollar a pound. They only had lake ice to be shipped to all places that ordered it. The first ice cream ever made in this country was frozen in sardine cans.

If you will help me get something to help me get my lever manufactured and on the market, tell me how. Thank you.

J. H. NANTZ  
4 Wise Street  
Samson, Alabama

**SIRS:** As representatives for the Raleigh newspapers, we were very pleased to read the article, "Raleigh: Flying High," in the current issue of MANUFACTURERS RECORD. With ten other offices anxious to have copies of this article, I wonder if reprints can be obtained. I will appreciate knowing if I can obtain at least ten reprints of the article . . .

J. B. SULLIVAN  
The Brannah Company  
360 North Michigan Avenue  
Chicago 1, Illinois

►Reprints are available from the Raleigh Chamber of Commerce.

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CUSTOM-ENGINEERED ASSEMBLIES AND  
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The telephone can be priceless in emergencies. It's the world's best helper when it comes to saving time, trips and trouble.

But one of its greatest uses has nothing to do with sudden need or calls to the grocer, dentist, hairdresser, electrician, department store, etc.

It's to bring friends and families together.

Just to be able to lift the receiver and talk to others is one of the joys of the telephone.

Isn't there some news you'd like to share with someone right now? And hasn't that someone some news you'd like to hear?

A telephone call that costs so little can do so much to brighten the day at both ends of the line.

**BELL TELEPHONE SYSTEM**



TUNE IN "TELEPHONE TIME"...the TV program with John Nesbitt's real life stories the whole family can enjoy together...every Sunday over CBS

## "Equal Rights For Men And Women"

By THURMAN SENSING

*Executive Vice President, Southern States Industrial Council*

There are two intriguing planks in the platforms of the political parties this year.

The Democratic platform says, "We of the Democratic party recommend and indorse for submission to the Congress a constitutional amendment providing *equal rights for women*."

The Republican platform says, "We recommend to Congress the submission of a constitutional amendment providing *equal rights for men and women*."

Neither party explains what is meant by "equal rights." Maybe they think the planks sound so good in the platforms that they don't need to explain them!

It is true that if something sounds good, lots of people don't stop to ask what it means. Take democracy, for instance. Democracy sounds good, and lots of people go around bragging about the great democracy in which we live—when the fact is we do not live in a democracy, never have lived in a democracy and it was never intended that we should live in a democracy. But that's getting off the subject—maybe.

Just what, though, do the Democrats mean by "equal rights for women"? It is not to be supposed they mean equal rights with men, like the Republicans state it, because it is an exclusive statement and says nothing about men. It just doesn't say whose rights or what rights the women's rights are to be equal with.

Maybe the Democrats mean that women should have equal rights with each other. That ought to sound good to the scrub woman when she sees the lady in furs and diamonds go by! And since there are lots more women without furs and diamonds than with them, it might be good politics to appeal to this larger group. But if that was the object, why didn't the Democrats just come out and say, "We advocate furnishing all women with furs and diamonds"?

On the other hand, the Democrats have never been known to overlook the minority groups, either. So, if they are advocating equal rights for all women, it seems to us they are overlooking a bet by not promising to provide

all old maids with husbands. Of course, that brings up a problem because there are not as many men as there are women, and they couldn't really fulfill their promise. But when did inability to carry out a platform promise ever stop a political party from making one?

Now, take the Republican plank—"equal rights for men and women." That comes right out and says that men's rights shall be equal with women's and women's rights shall be equal with men's.

Right there, it seems to us the Republicans are going to get into trouble. If women's rights are to be equal with men's rights, then the women are going to have to give up some of the rights they have now!

After all, who opens the car door for the woman—if he is single? Who buys the candy and flowers? Who pays for the theater tickets? Who proposes marriage—supposedly? Who gets out and makes the living—usually? Who develops ulcers and high blood pressure first? Who dies earlier and leaves his mate all his life insurance?

Are these the equal rights that women are to have under the Republican platform? If so, we are not at all sure that the women will be persuaded to vote Republican by any such promise.

Of course, if the Republicans are promising that the men shall have rights equal to those now enjoyed by women—that is something else. If that is what they mean, the men might all vote Republican—but would any of the women?

So maybe the Democrats are playing it smart. They are really appealing to the majority vote—because if all the women stick together and vote Democratic, neither the Republicans nor the men have got a chance.

But there is one thing maybe both the Democrats and the Republicans, all of us, are overlooking—and that is, the women will still have to have the babies. No political party is going to change that arrangement! So what's all this talk about equal rights for women—or for men and women—about, anyway?

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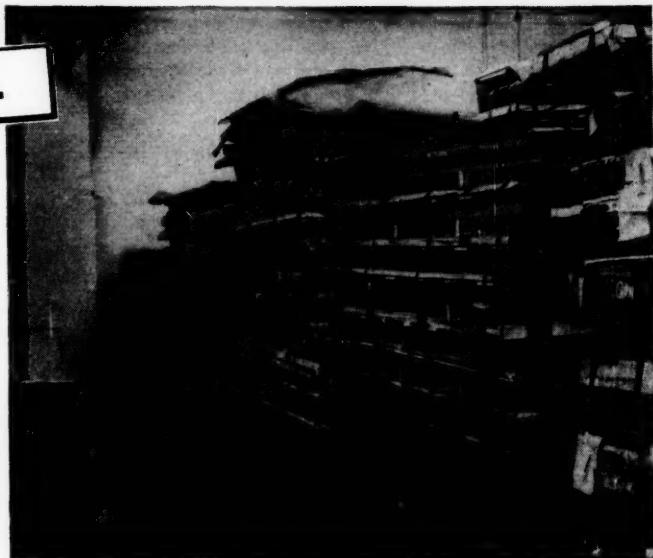
Our completely new and unique rack-and-cradle method of stocking and handling TIGER BRAND wire rope works to your advantage in two ways: By making it possible to carry a larger inventory in the same amount of space, we can offer you a wider selection of types, grades and sizes. And, because the conveniently stacked reels revolve on rollers which are built into the special cradle-type racks, we can quickly spool off the exact amount of your order without tediously moving reel after reel trying to locate the rope called for in your order.



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**EDITED BY**

Richard Edmonds . . 1882-1930  
 Frank Gould . . . . . 1930-1943  
 William Beury . . 1943-1955  
 McKinley Conway . . 1956-

# MANUFACTURERS RECORD

## (IN REVIEW)



OCTOBER 1883

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

**The Louisville Exposition**

As the exposition progresses, the wisdom of its originators becomes more and more apparent, and evidences of the benefits to the South that will proceed from it are multiplied. To Louisville it has already proved a bonanza.

In the recent discussion of the desirability of holding an industrial exposition in Baltimore, doubts have been expressed as to whether such an enterprise would be of any immediate, direct benefit to the general trade of the city. To those who oppose the project on that ground, it may be of interest to learn that as a result of this position the fall business of Louisville has reached proportions never known before. The wholesale dealers in dry goods, hats, boots and shoes, groceries, and in all branches of trade, are doing an enormous business, and it is increasing as the number of visitors to the exposition increases. This is not hearsay simply, but it is a fact learned from personal interviews with leading jobbers.

The buyers are new customers who have never dealt in Louisville before, but have been brought here by the Exposition, and, while here, are laying in their fall supplies of goods. I know of one firm who took \$5,000 of stock issued by the commissioners of the Exposition whose increase in business, due to the Exposition, paid them in August alone profits amounting to more than their subscription. Thus far in September the attendance at the Exposition has been about twice as large as it was in August, and business has grown proportionately. This is not an isolated case; other houses have had similar experience, and it is claimed that, leaving out of view future and indirect benefits, every cent it has cost Louisville to get up this Exposition will be returned many times over before it has closed in profit and increased business brought here by it. . . .

**Utilizing the Rays of the Sun**

A correspondent asks us for information about an invention which has made some noise in the world of late, for utilizing the rays of the sun in the production of motive power. The points upon which he wishes to be enlightened relate particularly to the value of the invention, and the validity of the patent, which he has heard called in question. Our knowledge of the subject is extremely general, and we should be far from presuming to decide upon the validity of the patent, but we can at least say that many if not all the points upon which Mr. Culver claims the protection of the law seems to us quite novel. In substance his apparatus consists of a boiler, standing in the middle of a small railway, which extends through a circular arc of about two hundred and fifty degrees.

An engine is connected with the boiler, and a carriage carrying a set of reflectors moves upon the railway. The reflectors are pivoted,

so that their inclination to the horizon can be changed, and a simple gearing operated by a belt from the engine drives the carriage, with the reflectors, around the railway at the same time that it tilts the mirrors. In this way, by suitable adjustment, the mirrors can be made to reflect the beams of the sun constantly upon a given spot, the carriage and the mirrors following the solar movements in such a way as to keep the reflected rays always directly toward the intended place.

Whether the invention, although novel, is practically valuable, is another question in regard to which we should not wish to express an opinion. A great many attempts have been made to utilize the solar heat for the direct production of power, but none have yet made themselves available for general use, although some remarkable effects have been obtained by experimenters.

**Wanted, Fifty Million Dollars**

A meeting was held in Louisville a few days ago for the purpose of considering a project of no less magnitude than the borrowing of \$50 million or more from English capitalists, with a view of developing the cotton manufacturing interests of the South. The promoters of this scheme believe that the money can be raised by pledging the cotton lands of the South. Although Col. Cockerill's name is not mentioned in the report of the proceedings of this meeting, we think the plan is the one that he has lately brought before the public through the press. Col. Cockerill is an extensive cotton planter of Arkansas, and is moreover one of the vice-presidents of the Cotton Planters' Association of America. For several years he has been endeavoring to work up this gigantic scheme by which he hopes to see all the cotton that is raised in the South spun into yarn by the planters themselves by means of mills to be erected throughout the cotton belt with this borrowed capital. With all due respect to Col. Cockerill, we believe that his scheme is impracticable. As desirable as

it may be for cotton planters to reap a larger profit upon their cotton, we do not think it can be accomplished by any such visionary plan as is here contemplated. Moreover, it is very doubtful whether good would result to the South were it possible to invest any such sum as \$50 million at one time in new mills. To be of healthy growth the cotton manufacturing interests of the South must be gradual and only in accordance with sound business judgment. To attempt to work such a revolution as Mr. Cockerill contemplates would, we feel assured, be a serious mistake, and one likely to produce very injurious results if it even were possible to carry it far enough to obtain any of the money. The plan, as set forth in the papers, is extremely visionary, lacking sound business principles, and should not receive the encouragement of the Southern press.

The MANUFACTURERS' RECORD is most heartily in earnest in its advocacy of every step wisely taken to advance the material development of the South; but it will not lend its aid to give even a momentary existence to ill-advised schemes that would inevitably do much harm.

**Manufacturing and Business**

A new self-feeder for nail machines is being tested at the Belmont Nail Works, Wheeling, which is reported to have many advantages over the old feeders. There are some who predict that it will work a revolution in nail making.

The Bethlehem Steel Company are now turning out from 3,000 to 4,000 tons of steel per week. About 3,000 men are employed in the various departments, and the works are run on full time and to their fullest capacity.

Newnan, Ga., is endeavoring to raise money enough for a cotton factory.

Scott, Donnell & Scott have built a new steam cotton mill at Graham, N. C., using a Westinghouse automatic engine of 70 horsepower.



**Greatest ROCK Breaker  
On Earth.**

**CAPACITY { A TON A MINUTE.  
Don't Forget It!**

Guaranteed to do Double the Work of any other or  
money refunded. **SEND FOR CIRCULARS.**

Also Engines, Boilers, Stamp Mills and Mining Machinery

**GATES IRON WORKS,  
52 Canal St., Chicago.**



## What happens when a NEW PAYROLL comes to town?

**MORE SPENDING MONEY** isn't the only thing a new factory payroll brings to town. A survey made by the U. S. Chamber of Commerce shows that 100 new factory workers also meant this to a community:

- 296 more people
- 112 more households
- 51 more school children
- 107 more passenger car registrations
- 174 more workers employed
- 4 more retail establishments
- \$590,000 more personal income per year
- \$270,000 more bank deposits
- \$360,000 more retail sales per year

Here's convincing proof, we think, that whatever helps the Southland to develop industrially is a real contribution to the long-range growth and

prosperity of the South. The Southern helps in many ways.

Our own Industrial Development Department aggressively seeks new industries for every available plant site. Our nation-wide advertising program continually invites business enterprises of all kinds to "Look Ahead—Look South!" for greater opportunity. Our modern rail service helps provide the economical and efficient mass transportation so indispensable to industrial progress and growth.

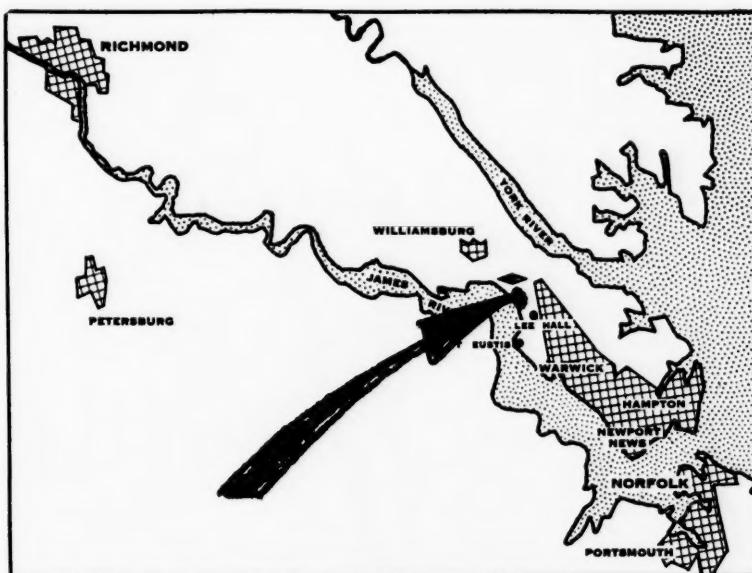
New payrolls—and all they mean to a community—are "coming to town" all over the South. Last year 23,000 new jobs were created by industrial expansion along the Southern Railway System alone. Many in the South helped bring this about. All in the South benefit!

*Harry A. DeBartlo*  
President



# SOUTHERN RAILWAY SYSTEM

WASHINGTON, D. C.



Site picked by Dow Chemicals for new plant in Virginia.

## Dow Chemical Begins Construction of \$15 Million "Zefran" Plant In Virginia

WARWICK, VA. Dow Chemical Company has recently announced plans to construct a large plant on a 600-acre tract adjacent to Warwick for the production of a new synthetic fiber with vast potentials in the apparel and household fabrics field. Dow has owned the site for several years.

Although no statement regarding cost has been issued by company officials, local sources estimate that the plant will cost between \$14-\$15 million. Initial employment is figured to be in the neighborhood of 600 persons.

Louis C. Prudey, commissioner of the Peninsula Industrial Committee, whose organization worked closely with Dow in selecting the 600-acre tract fronting on the James River, made the foregoing observation concerning the plant's cost and employment.

He went on to say that if there was an immediate market acceptance of the company's new product, the employment figure would probably rise to 3,000 within a few years.

Dow, which ranks fourth in the chemical production field in the United



Dow's A. E. Young, to manage textile fibers department. Formerly, Young was employed by Dow as Assistant Manager of the Plastics Department. A native of Devon, England, he has been coordinating the team that developed Zefran staple fiber through the pilot plant production phase during the past eight months.

States, has named the new fiber "Zefran."

Dr. Leland I. Doan, Dow president, said Zefran combines in one fiber a wide range of the better properties of other fibers—both man-made and natural.

"For example," he said, "it combines the ease of care properties of synthetic fibers with the exceptionally versatile dyeing characteristics of cellulosic fibers such as cotton or rayon.

"Added to these characteristics are good initial whiteness, good bleachability, wear resistance and resistance to rot and chemicals, freedom from serious pilling (fuzzing), and little or no tendency to shrink, even when washed in very hot water."

This combination of properties suggests that Zefran will be of interest to manufacturers of most classes of textile goods including work clothes, play clothes, suitings and other apparel fabrics, draperies, upholstery fabrics and heavy industrial fabrics.

"We are confident that Zefran will find a ready market, particularly in the apparel and household fabric fields," Dr. Doan said. "We think we have something new and useful to contribute."

"However we are moving on a relatively conservative scale, at least at first, into what is for us a very new field."

More than five years of research, evaluation, and pilot plant operations at Dow's Pittsburg, California, plant and Midland, Michigan, headquarters preceded today's announcement.

Dr. Doan said Zefran will be available in forms suitable for economical and efficient processing by the common textile processing systems and for blending with other fibers.

Completion of the Virginia Zefran plant, on a 600-acre site, is expected in about 18 months.

Meanwhile, several textile mills are using the pilot plant production of Zefran on a developmental basis.

Dow has expanded at a pell-mell rate in the chemical and plastics field since the close of World War II. Its tremendous rate of growth is witnessed in the fact that the company has doubled its number of employees since 1946. Currently, there are 25,000 employees on its payroll. Sales in the past ten years have jumped 19.5 percent to an annual \$565 million.

Dow Chemicals now maintains three plants which are termed general plants. They are located in Midland, Freeport and Velasco, Texas, and at Pittsburg,

## INDUSTRIAL EXPANSION

California. Twelve others are operated as manufacturing plants for the output of specific products and are located throughout the United States.

The Zefran plant, located here, will be an almost complete unit in itself, in that it will not only manufacture Zefran, but will have its own sales, law and patent, advertising and research departments.

Company officials have said that they picked the present Zefran site because raw materials could be brought by ship directly from other Dow plants in Texas and other points.

### Cyanamid To Proceed With Pensacola Plant

PENSACOLA. Florida's industrial development program got another shot in the arm recently when American Cyanamid Company announced definite plans for a new plant near here for production of a new acrylic textile fiber called Creslan. The move has been rumored for some time.

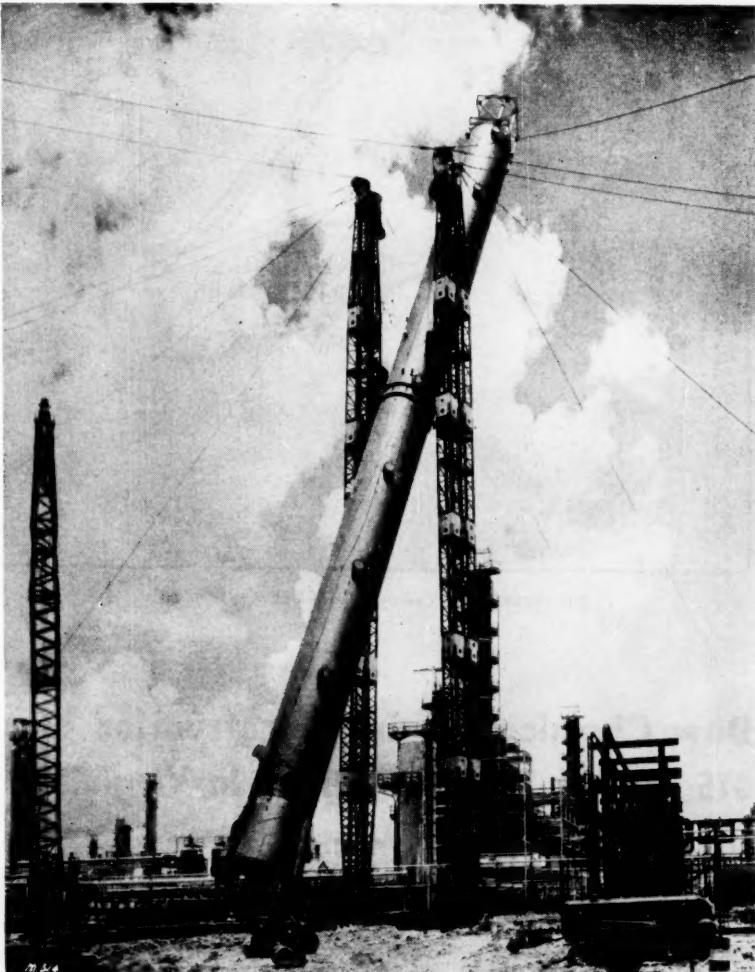
K. C. Towe, President of American Cyanamid Company, announced simultaneously in New York the formation of a new Division, the Fibers Division, which will have responsibility for the selection and direction of the organization required in the production and marketing of the Company's new fiber. Alden R. Loosli has been appointed General Manager of the new Division.

The Company's final decision to locate the new plant in Santa Rosa County on the eastern bank of Escambia Bay across from here was made known by Mr. Loosli at a press conference held in this city.

According to Mr. Loosli, the Engineering and Construction Division of American Cyanamid Company is to design and supervise the construction of the plant which, when completed, will employ about 350 people, including some 55 chemical engineers and technicians. It is expected that most of the plant personnel will be drawn from the local area.

Annual production is expected to be 27 million pounds of staple and tow, Loosli said, with a 100 per cent expansion potential embodied in the original plant design.

He also confirmed the fact that several plant sites had been under consideration and that selection of the location near Pensacola was made on the recommendation of Company engineers and technicians who have been



ONE-PIECE SKYSCRAPER—Giant fractionating tower—more than 40 feet higher than Niagara Falls—rises above skyline of Esso refinery at Baton Rouge, where it will help meet constantly-increasing demand for highly-refined oil and gasoline. The new tower, which is believed to be the largest ever built, is twenty-one-stories high, weighs 410,000 pounds and has an 11-foot 8-inch diameter.

investigating the project for several years.

Although more than twenty essential factors were considered in choosing the plant site, he declared, two of the most important—excellent quality of water needed to process Creslan, and proximity to the source of raw materials—gave the Florida location top rating. Mr. Loosli pointed out that its location also lends itself to efficient servicing of southeastern states, where the bulk of the nation's textile spindles and looms are now concentrated.

Loosli has been with Cyanamid since 1937 and held numerous posts

in the Organic Chemicals Division prior to his appointment, in 1954, as Assistant General Manager, Fine Chemicals Division. Immediately prior to his new appointment he was Assistant General Manager of the Company's Industrial Chemicals Division.

Other appointments in the Fibers Division, to date, include: W. L. Lyall, Sales Manager; C. W. Bendigo, Technical Director; and N. H. Marsh, who will be manager of the Florida plant.

Prior to joining the company on July 1, this year, Lyall was Executive Vice President of Bates Fabrics, Inc., the sales organization for Bates Manu-

## EXPANSION

factoring Company with which he was associated for 18 years. Bendigo, a former chief editor of **TEXTILE WORLD** and a veteran of more than 25 years in the textile field, has been with Cyanamid since 1951 heading its Fiber Marketing Development Group.

Marsh has been with Cyanamid since 1945. Among other assignments he directed the operation of the Company's acrylic fiber plant at its Stamford, Connecticut, Laboratories and for some time served as Technical Director at the Company's Fortier plant in Louisiana, which will be the chief source of supply of acrylonitrile for the Florida fiber operation. Acrylonitrile, which American Cyanamid Company was the first to manufacture commercially in this country and of which the Company continues to be the largest producer in the world, is the basic chemical used in making acrylic fibers.

In recent years Marsh has been a key figure in the Cyanamid team of scientists, engineers and other professional research people that has brought nearly a decade of research and pilot plant development work on Creslan to the present point of fruition. The decision to manufacture Creslan commercially was announced in mid-June by Mr. Towe.

Loosli stated that ground-breaking ceremonies for construction of the plant are expected to take place during December and that completion is expected around the middle of 1958. During the construction period, he said, limited quantities of the fiber will be marketed from production at Cyanamid's pilot plant in Stamford, Connecticut.

Creslan applications, based on extensive wear and end-use tests already completed, will include jersey fabrics, sweaters, sportswear, blankets, fleeces, simulated fur fabrics, dresses, men's and women's suitings and overcoatings, children's wear, and certain industrial and non-woven fabrics.

Modern textile processing machinery will be installed at the new plant for use as an integral part of the quality control system for Creslan fiber production as well as for continuing evaluation of basic processing of various blends of Creslan with other man-made and natural fibers.

The new Fibers Division manager said that sales and technical service headquarters for Creslan will be set up in New York City.

## LATE NEWS HIGHLIGHTS

**WEST PALM BEACH.** Pratt & Whitney Aircraft Division, East Hartford, Conn., announces it will construct an auxiliary aircraft engine plant costing a minimum of \$40 million, 17 miles west of here. Construction is to begin as soon as a three-mile access road is completed.

**ATLANTA.** Construction began last week on a new \$500,000 **Armeo Drainage & Metal Products, Inc.** steel fabricating plant here. The new plant will produce gasoline and fuel oil bulk storage tanks, corrugated metal pipe and pipe-arch in a wide range of sizes, farm pond drainage pipe, and miscellaneous construction products. The company's present plant in East Point, Ga. will continue in operation until the new facilities have been completed—probably around January 1, 1957.

**ORLANDO.** The Glenn L. Martin Company of Baltimore has announced that it will establish a manufacturing plant on a 6,400-acre tract it has purchased just south of here. Price for the 10 square mile tract was reported to be over \$1.2 million.

**LAWRENCEBURG, TENN.** Union Carbide and Carbon Corporation, New York, has optioned 600 acres here and is planning a facility that will make more than 10 million pounds of carbon products a year at full capacity.

**LUKE, MARYLAND.** West Virginia Pulp & Paper has authorized a \$50 million expansion program over the next few years for the company's oldest mill here. The expansion will ultimately boost Luke's production to more than 800 tons a day—approximately double its present capacity.

**MIAMI.** At a hearing before the Federal Power Commission, the Houston, Texas, Gas & Oil Corporation announced the signing of a transportation contract with the Florida Power & Light Co. here, for the first natural gas pipeline to serve Florida on a statewide basis. F. E. Stanley, president of Houston, Texas Gas & Oil, said that as soon as his company receives its certificate of public convenience and necessity for this mammoth project from the FPC, it will establish its home office in Florida.

**MEMPHIS.** Kimberly-Clark Corp., manufacturers of Kleenex, has authorized the construction of a new 216,000 square foot, \$1 million warehouse adjacent to the Memphis plant.

**WILMINGTON, DEL.** A new nylon plant designed to produce 40 million pounds of fiber annually will be built by the DuPont Company in Richmond, Va. The multi-million dollar project will be erected on the site with the company's rayon plant. Work is expected to begin sometime late this year and plant startup is planned for the latter part of 1957.

**LAKELAND, FLA.** Kaiser Aluminum and Chemical Corporation will build a pilot chemical extraction plant at Nichols in Polk County near here. The facility will be built on property of the Virginia-Carolina Chemical Corporation and will utilize phosphate mining waste. Eighty percent of the country's phosphate is produced in this region.

**ST. PETERSBURG, FLA.** Electronics manufacturer, Air Associates, Inc., is moving its plant from Teterboro, N. J. to this city. The new plant will cost \$2 million and will have an initial employment of 900 persons. The new facility will occupy 200,000 square feet and will have an annual payroll of \$2 to \$3 million.

**BIRMINGHAM.** Three companies are thought to be prospects for possible location in Alabama to extract tar from coal before its use in Alabama Power Company's steam-generating plants. It is predicted that coal production in Alabama will rise to 16 million tons a year in three years, as compared with 12 million tons now.

**CONYERS, GA.** Lithonia Lighting Products Co. has announced plans to build a new plant here to cost three-quarters of a million dollars. Initial size of the new plant will be 109,000 square feet, but plans allow for additional expansion to 520,000 when market conditions warrant such a move.

## INDUSTRIAL EXPANSION

### Johns Manville Locates Pipe Plant In Texas

DENISON, TEX. Construction will be started soon on another new Transite asbestos-cement pipe plant to be located here, according to an announcement by A. R. Fisher, President of Johns-Manville Corporation.

"The Denison plant is part of an approximate \$40 million Transite pipe expansion program initiated this year," Mr. Fisher said. "Ground has already been broken for a large plant in Stockton, California and additional pipe production facilities have been or are being installed at Johns-Manville plants in Marrero, La., Waukegan, Ill., Watson, Cal., and Manville, N.J."

The Denison plant will be Johns-Manville's seventh Transite Pipe plant. In addition to the locations above, the company produces asbestos-cement pipe products at its Toronto, Canada, location.

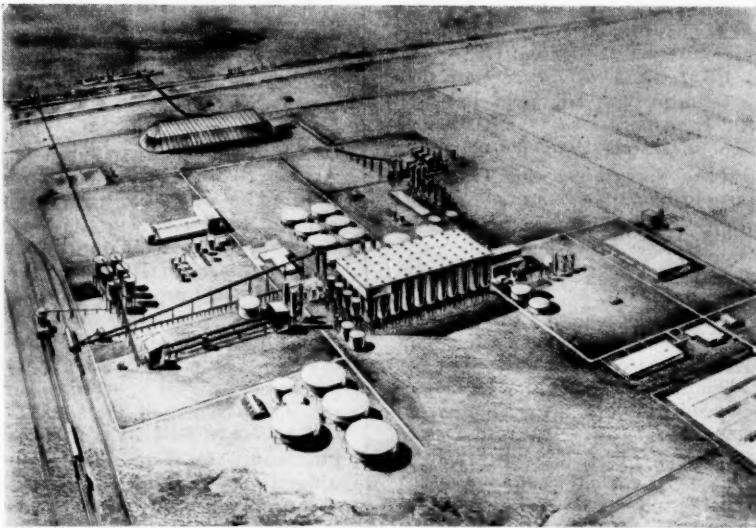
About 270 people will be employed at the Denison plant with an annual payroll of over \$1.2 million. Production, curing, storage and shipping facilities will cover 350,000 square feet located on a 400-acre tract of land near Denison.

"More than \$26 million has already been appropriated by Johns-Manville for the Transite pipe expansion program in 1956, with other projects now under consideration for the balance of the \$40 million allocated," Mr. Fisher said.

He pointed out during the past five years Johns-Manville sales of Transite pipe products had more than doubled and that the company sales forecasts indicated a need for the building soon of even more production facilities to meet future demand.

"The Denison operation will be Johns-Manville's second plant in Texas and will enable us to better meet the needs of the rapidly expanding markets in the states of Texas, Oklahoma, New Mexico, and Arkansas," Mr. Fisher said. "Our building products plant at Fort Worth, Texas, acquired in 1952, has clearly demonstrated the value of having a production facilities in this area."

Johns-Manville introduced asbestos-cement pipe into the United States in 1929. It is made from a scientifically determined combination of asbestos fibre, portland cement and silica, formed under high pressure on polished steel mandrels.



Layout of the \$70 million alumina plant currently being constructed by Kaiser Aluminum & Chemical Corporation on the Mississippi River at Gramercy, Louisiana. The plant, to have an initial capacity of 430,000 tons of alumina per year and include production of caustic soda and chlorine, is laid out so that it can be readily expanded.

### Aluminum Boom

## Olin, Kaiser, Reynolds Report Plans For New Investments In South

NEW YORK. Olin Mathieson Chemical Corporation and Revere Copper and Brass Incorporated announced the formation of a jointly owned \$231 million company to produce 180,000 tons a year of primary aluminum.

The company is to be called the Olin Revere Metals Corporation. Its formation was announced jointly by Thomas S. Nichols, president of Olin Mathieson, and James Kennedy, chairman and chief executive officer of Revere.

President of the new corporation will be Walter F. O'Connell, who will also continue as executive vice president in charge of Olin Mathieson's aluminum program. Ownership of Olin Revere will be on a 50-50 basis.

### 350,000 Ton Capacity

Olin Mathieson has contracted with Olin Revere on a long term basis for 120,000 tons of primary aluminum a year—twice the amount the corporation was to produce under its original program for entering the primary aluminum industry. Revere has made a sim-

ilar contract with the new company for 60,000 tons a year.

"The new corporation offers Olin Mathieson the advantage of a greatly increased supply of primary aluminum for its fabricating facilities at a significantly lower cost per ton," Mr. Nichols said.

"Revere, which has been a fabricator of aluminum since 1922 and is the largest non-integrated fabricator of wrought aluminum products in the United States, has long wanted its own source of primary aluminum," Mr. Kennedy said. "We are happy to join in partnership with Olin Mathieson Chemical Corporation in the establishment of Olin Revere Metals Corporation because it will provide us with a substantial portion of our raw aluminum needs."

Facilities of Olin Revere Metals Corporation will include:

1. An alumina plant with a capacity of 350,000 tons per year. This plant will be built on a site still to be selected near the Gulf Coast on deep water transportation.

## EXPANSION

2. A reduction plant with 180,000 tons per year capacity, which is now under construction at Olin Mathieson's original aluminum site near Clarington, Ohio. Previous Olin Mathieson plans called for a 60,000 ton reduction plant. Capacity production is expected to begin late in 1958 with some production before then.
3. A new power subsidiary wholly owned by Olin Revere, which will own two 225,000-kilowatt generating units in a new power plant at Cresap, West Virginia. These units will supply power to the reduction plant. A third 225,000-kilowatt unit at the power plant will be owned by Ohio Power Company, a subsidiary of American Gas and Electric Company. All three units will be operated by Ohio Power.

The new corporation is being financed through a \$100 million loan from a group of banks and the sale of \$100 million in first mortgage bonds to a group of life insurance companies. The remaining \$31 million will be provided by Olin Mathieson and Revere through equal purchases of the common stock and subordinated debentures of the new company.

Arrangements have been made to provide the bauxite supplies required by an aluminum operation nearly three times the size of that originally planned. Bauxite will be furnished from the Surinam, Dutch Guinea, mines of N. V. Billiton.

Bauxite will be processed into alumina at Olin Revere's plant on the Gulf Coast. Alumina will be transported by barge up the Mississippi and Ohio Rivers to the Clarington plant, where it will be reduced to aluminum.

Half of the 120,000 tons of aluminum contracted for by Olin Mathieson will be fabricated at a new rolling mill now being built near Clarington and the remainder in mid-West and West Coast plants. Details on aluminum fabrication outside of Ohio will be announced at a later date.

Revere will use part of its 60,000 tons of aluminum at its Baltimore, Md. plant in its aluminum sheet, tube and extruded shapes departments. The balance will be used at the Dallas Division plant in Chicago where Revere has just completed a new aluminum plant from which it will ship its first aluminum sheet this month.

Olin Mathieson's original plans marked the first time in the history of the aluminum industry where coal

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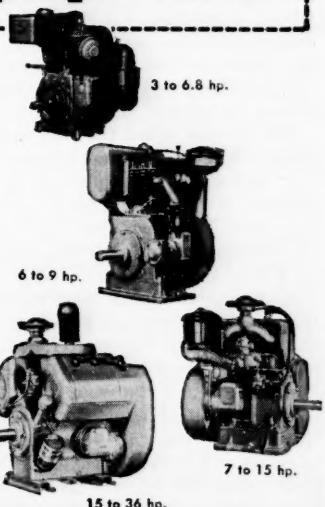
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## INDUSTRIAL EXPANSION

mined directly on the site would provide the large power requirements for the reduction of alumina to pig aluminum. Coal will be mined directly on the site of the power plant at Cresap, West Va. (across the Ohio River from Clarendon) by the Pittsburgh Consolidation Coal Co., Inc. Power from the generators at Cresap will be transmitted to the reduction plant.

### New Texas Smelter Unit To Boost Alcoa's Output

POINT COMFORT, TEXAS. Aluminum Company of America's installed capacity to produce primary aluminum will be within hailing distance of the million ton a year mark by 1958, as a result of further expansion plans disclosed today.

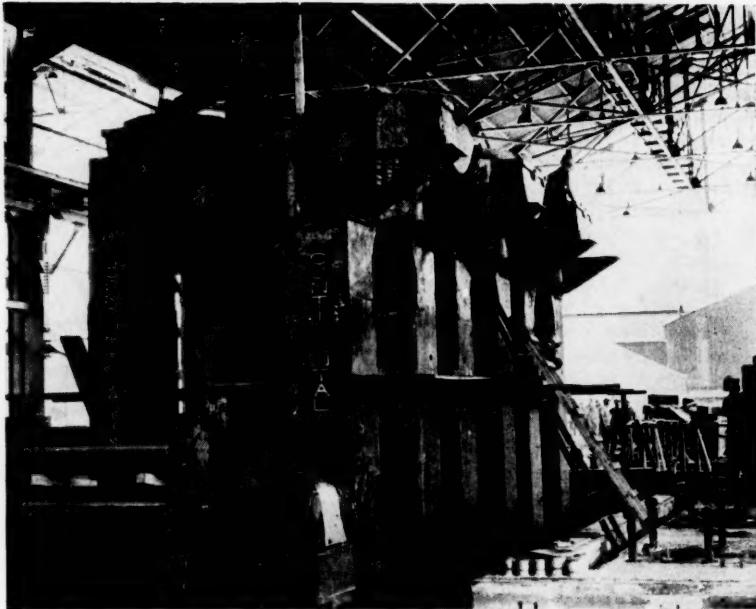
Alcoa announced that in mid-September it would begin construction of a seventh potline at its works, here adding 20,000 tons to that operation's present installed capacity of 120,000 tons of metal annually.

Target date for production from the new line is January, 1958. The addition, with 150,000 tons of new production due about the same time from the company's Warrick (Ind.) works, now under construction near Evansville, will bring Alcoa's total installed capacity to 962,500 tons annually.

Ben H. Sloane, area manager of Alcoa's Point Comfort operations, said the new Texas smelter addition would cost approximately \$11 million, and, when completed, would provide additional jobs for about 100 men. Electric power for the expanded operation will be developed by radial engines, driven by natural gas.

Mr. Sloane noted that the enlarged facility will be operated adjacent to a new alumina plant now being constructed by Alcoa at the Point Comfort site. The new plant will supply the alumina needs of Alcoa's smelters at Point Comfort and at Rockdale, Tex. Essential to the alumina operation is the construction of a deep water channel through Matagorda Bay, connecting the plant site with the Gulf of Mexico.

Completion of expansion programs earlier this year at both the Point Comfort and Rockdale plants expanded their capacities by a total of 75,000 tons. That increase represented more than four per cent of 1955 U. S. aluminum production.



**Big, bulky, fast and powerful, the new tandem cold mill at Republic Steel's Gadsden plant will take coiled steel from the new hot mill, reduce it further in thickness and give it a smooth finish suitable for use in numerous manufactured products.**

### Republic's Gadsden Expansion Makes It Major Supplier of Flat-Rolled Steel

GADSDEN, ALA. The multi-million-dollar expansion of Republic Steel Corporation's plant here will make that company a major supplier of flat rolled steel in the Southeast.

A 600-man construction force is busy on the installation of new strip mill equipment and the South's biggest electric furnace.

With approximately one year of actual construction work behind them, the builders have several months more of full-scale effort ahead before they can mark the big project "completed" and turn it over to the production personnel. Operation of the new units is expected to start by April or May of 1957.

Already the Gadsden plant is the most diversified operation, product-wise, of all the plants of Republic Steel, the nation's third largest steel company. The new strip mill, backed up by the new electric furnace which will add 204,000 ingot tons annually to the plant's capacity, will further enhance the Gadsden operation's importance on the industrial map of the

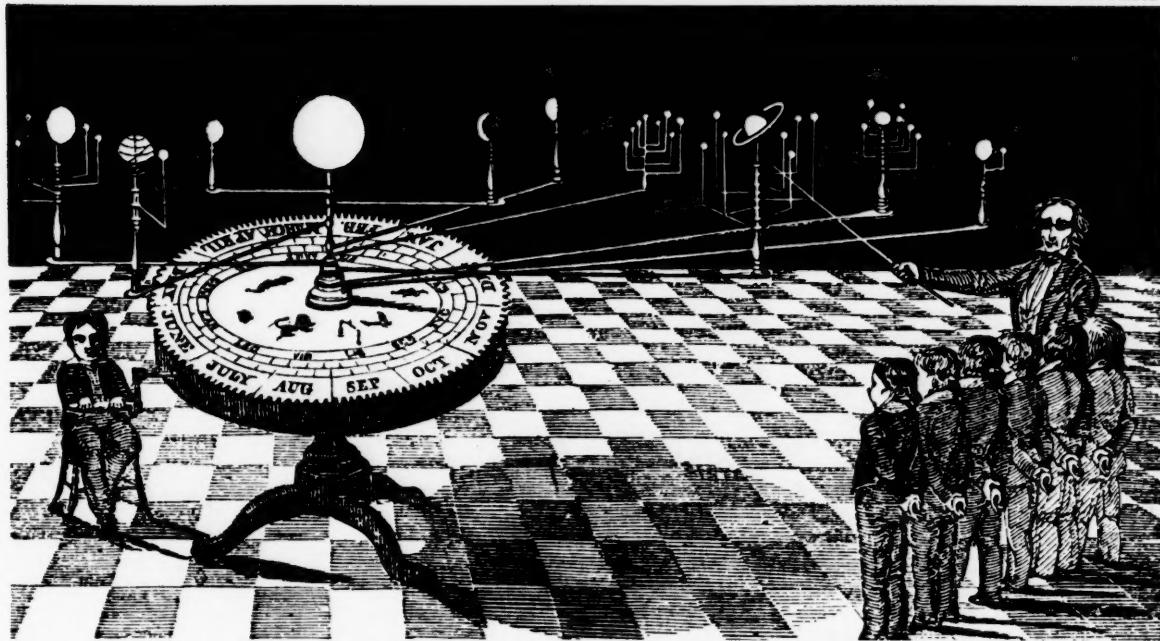
Southeast.

Among the new units now taking shape are a hot strip mill, a tandem cold mill, a temper mill, a 48-inch continuous pickler, a portable annealing department, and a 48-inch continuous galvanizing line.

This equipment will produce finished hot and cold rolled sheets and galvanized sheets up to 48 inches in width. Initial capacity is estimated at 10,000 tons of galvanized sheets a month and 6,000 tons each of hot and cold rolled sheets a month.

Republic has received many inquiries from potential users of the new flat rolled product. C. M. White, Republic president, has said:

"We have conducted extensive market surveys which convince us that Republic's entry as a major supplier of hot and cold rolled sheets in the Southeast will not only greatly expand the use of these materials by present manufacturers but will encourage more fabricating companies utilizing sheet steel to go into business in the Southeast."



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IS-10



## Champion Paper Plans North Carolina Growth

CANTON, N. C. Heading a long-range program for the expansion of the production facilities of The Champion Paper and Fibre Co., the installation of a new Fourdrinier paper machine at the company's Carolina Division has been announced by Reuben B. Robertson, president and board chairman.

The new 220-inch machine is expected to be in operation some time in 1959 at speeds up to 2,000 ft. per minute. It will be one of the world's largest machines in the production of a wide variety of white business papers.

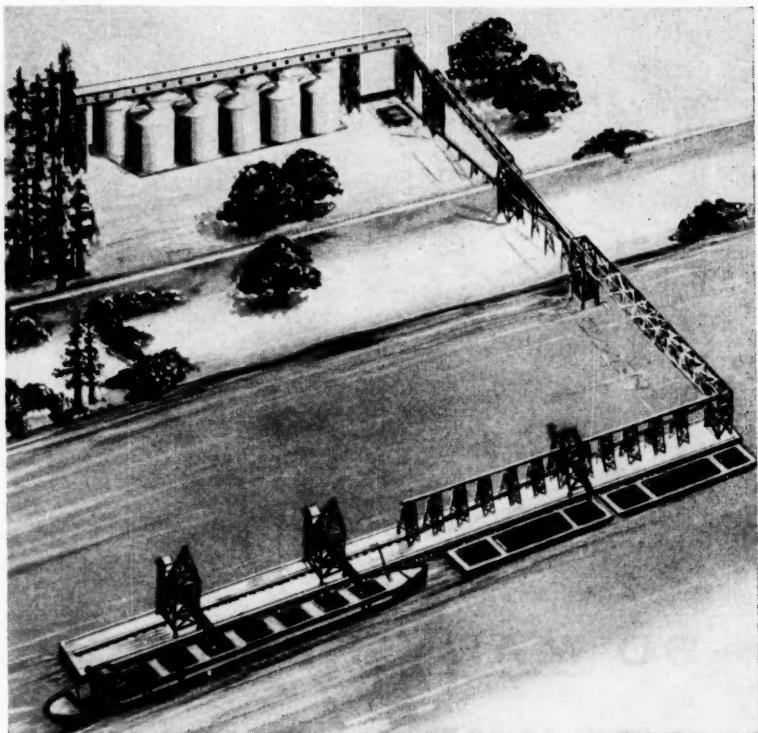
"We have not let any major contracts yet," Mr. Robertson said, "and are not in a position to determine what capital expenditure will be required, since there are many related factors as concerned with the new machine, as well as extensive improvements scheduled for production facilities in mills in Ohio and Texas."

A two-story building with 124,000 sq. ft. of floor space will be built at the Canton, N. C., mill to house the new machine, while an attached four-story structure with 50,000 sq. ft. of floor space will be constructed to house the new machines' stock preparation equipment.

Planned revisions and additions of equipment in the Carolina mills' pulp production departments will result in a daily increase of 150 tons of pulp, boosting the total output to 1100 tons a day, while paper and paperboard tonnage is expected to jump from 700 to 1050 tons daily when the new machine is in operation.

Other new installations will include another log barking drum, two digesters and additions to the causticizing system, and added washing, screening and bleaching equipment. One unit of a new chlorine dioxide bleaching system is now in production and the installation of a second unit is in progress.

The expansion program also calls for an addition of 43,000 sq. ft. of floor space in the Canton, N. C., mill's finishing and shipping areas to provide for necessary equipment in processing the production of the new machine, along with the alteration of some in-mill office space and added employee locker room accommodations.



Architect's sketch of proposed transfer station that will facilitate the transferring of coal and phosphates from Mississippi River barges to ocean vessels.

## New Louisiana Coal Transfer Station At Port Sulphur To Cost \$4 Million

PORT SULPHUR, LA. A newly designed \$4 million river transfer station to facilitate the transferring of coal and phosphates from Mississippi River barges to ocean-going vessels will soon be erected near Port Sulphur, Louisiana, according to a joint announcement by Cyrus S. Eaton, board chairman of West Kentucky Coal Company, and Mark E. Easton, Jr., president of River and Gulf Transfer Company.

The installation was designed and will be constructed by the W. Horace Williams division of Williams-McWilliams Industries, Inc. At capacity, the station will handle over two million tons of coal and phosphate annually. It is said to be a necessary link in the development of a new coal frontier on Florida's industrial west coast.

At present, coal is barged down the Mississippi River and transferred directly to ocean barges, necessitating a much larger number of river barges which have to maintain difficult timing

schedules for the two types of vessels to meet.

With the transfer station in operation, the Transfer Company will haul coal from its Kentucky mines down the Mississippi in large barges to the station. Here, huge unloaders will transfer the coal from the barges to belt conveyors where it will be stored in large steel storage tanks.

Ocean-going barges arriving from Florida with phosphates will transfer their cargo to the transfer station storage tanks, immediately take on a load of coal and return to cities along the Florida coast. In the same manner, the coal barges will return up river with a cargo of phosphates for fertilizer plants along route.

In addition to saving considerable time and trouble, the new construction also represents tremendous savings in capital investment required, and operating and maintenance expenses, the River and Gulf Transfer Company spokesman said.

## PLUS AND MINUS

Rarely, if ever, does an industry find a plant location which has "absolutely everything"—to use the language of the novice.

There are nearly always a few "minus" factors present, and as a usual thing, it is a case of selecting the location which most nearly meets the requirements involved.

That's where we can give invaluable assistance to industry seeking a location in the South. We are thoroughly familiar with conditions in the territory and by long experience we know the kind of information desired by industrial prospects.

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Warren T. White  
Assistant Vice President  
Seaboard Air Line Railroad Company  
Norfolk 10, Virginia





Dr. Walter Zinn heads General Nuclear Engineering Corporation.

## Florida Shatters Record For New Plants In 1956

TALLAHASSE. New industrial plants established in Florida during the first half of 1956 set a new record, according to preliminary data issued by the Florida Development Commission. Employment in new factories and related establishments announced during the January to June period, most of which are now under construction, will be the highest in the State's peacetime history when plants are in operation. The list includes 163 new plants. In manufacturing, the increase represents a 10 percent gain in employment for the State over the 1955 average level.

Nearly all major industry groups are represented in the list, with the greatest concentration in electrical equipment and in industrial engineering and research. The 11 new electrical equipment plants, chiefly in the field of electronics, have an estimated employment of 3,500. The 16 industrial engineering and research establishments which located in the State in the first 6 months are expected to employ

about 1,800 persons, including a high proportion of engineers and scientists. Many of the engineering facilities are in electronics, nuclear and aircraft research and development. In the nuclear field, the establishment of the General Nuclear Engineering Corporation with 25 of the Nation's top scientists headed by Dr. Walter H. Zinn, former Director of the Argonne National Laboratory, announced in August, will be included in the data for the second six months.

Other notable plants in the first half include two cement plants (Lehigh and Portland), the Sunshine State petroleum refinery, and two General Electric plants.

## Cape Fear Power Plant Houses Giant Generator

CAPE FEAR, N. C. Work on Carolina Power & Light Company's newest and most powerful generating unit enters the final stages as workmen install a modern, 180,000-horsepower generator at the company's Cape Fear Steam Electric Plant.

The 467,000-pound electrical giant must be elevated 30 feet before it can be skidded into position. By inching up the mammoth generator with jacks and blocking it up with wooden beams, the men are raising it about 18 inches a day, reports C. A. Watson, plant superintendent.

He says the men will have labored in the hot, August sun some 20 days when the generator reaches the proper height. It took them two days to unload it from a 24-wheel flatcar which brought it as close as possible on a specially-built railroad siding, he adds.

The generator was the largest single unit of weight ever hauled by the Seaboard Air Line Railroad in its 120-year history, the railroad announced. The trip from the Westinghouse plant in Pittsburgh, Pa., to Moncure, N. C., took 11 days. It will take the workmen twice that time to move it another 30 feet.

The generator is being installed in the Cape Fear plant's fifth unit. The new unit will have enough generating capacity to supply 180,000 average homes, according to A. J. Skaale of Raleigh, director of CP&L's operating and engineering department. Most powerful single unit in the CP&L system, it will boost CP&L's total generating capability to about one and one-

half million horsepower, almost three times greater than what it was 10 years ago.

The unit originally was due to be in service this summer, Skaale says. Construction fell behind schedule during the long Westinghouse strikes, which prevented completion of the generator and the turbine to drive it.

## Board Approves Dredging Operations to the Gulf

PORT MANSFIELD, TEXAS. The board members of the Willacy County Navigation District, in a special meeting held recently, approved the performance bonds and executed the contracts for the construction of harbor facilities and the dredging of a channel from the port to the Gulf of Mexico, including jetties.

The dredging will start at the Intracoastal Canal and work to within 150 feet of the Gulf and should be finished by March 1, 1957. The dredge, upon completion of the channel to within 150 feet of the Gulf will return and dredge the turning basin. The dredge will then return and dredge out the plug to the Gulf, a 20 by 250 foot channel between the completed jetties.

The Board also approved and executed for the Corps of Engineers a perpetual easement of 765 feet for main channel, 2,000 feet spoil area and 970 feet for the levees, jetties and future causeway. The easement contract was made between the New York City owner, Gilbert Kerlin, individually and as Trustee, and the Willacy County Navigation District for a total of 1383 acres across Padre Island.

A subordinate agreement was accepted from the Magnolia Petroleum Company, holder of oil and gas leases on the Right-of-way.

## Goodrich-Gulf Increases Neches Butadiene Output

CLEVELAND, OHIO. A multi-million dollar expansion program which will increase annual production of butadiene by 50 percent to 300,000 short tons in plant facilities in Port Neches, Texas, is announced by W. I. Burt, president, Goodrich-Gulf Chemicals, Inc. The company is jointly owned by The B. F. Goodrich Company and Gulf Oil Corporation.

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determinations  
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## **Central Scientific Company**

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Goodrich-Gulf, together with the Texas-U.S. Chemical Company, in 1955 purchased from the U. S. Government an undivided half interest in the Port Neches butadiene plant, having an annual capacity of 190,000 short tons.

Butadiene, derived from petroleum, is a major raw material required in manufacturing general purpose man-made rubber, use of which has increased steadily since the close of World War II.

Goodrich-Gulf and Texas-U.S. are owners of two large man-made rubber producing plants adjacent to the butadiene plant. The plants were purchased from the Government in May, 1955 and are served by pipeline from the nearby butadiene facility.

Work on the expansion has already begun and some of the increased production will be realized late in 1957 and full production from the new facilities is scheduled for Fall of 1958. The butadiene plant is operated by the Nechoes Butane Products Company.

### **Rockwell's Texas Plant Adds New Valve Lines**

SULPHUR SPRINGS, TEXAS. Rockwell Manufacturing Company's meter and valve production in the Southwest and Midwestern states will be doubled within two years, Lloyd A. Dixon Jr., vice-president in charge of the Meter and Valve Division, said here.

Speaking at the opening of the division's first nationwide regional sales managers meeting to be held in the Southwest, Mr. Dixon also revealed

plans for adding production of "several important new valve lines" at the company's three-year-old plant here.

"To keep pace with the rapid development of the Southwest," Mr. Dixon said, "we are gradually concentrating the lion's share of our Rockwell-Nordstrom valve and some other production facilities in and near this region."

Mr. Dixon also revealed that a large part of the company's new valve product development program has been shifted to Sulphur Springs.

### **Dallas' Furniture Mart To Supply Growing Area**

AUSTIN. The recent announcement from Dallas of plans for a \$6.5 million Southwest Homefurnishings Mart, along with Dallas' rapidly developing \$2 million-plus Decorative Center, indicates that another of the "Made in Texas by Texans" industries is keeping pace with the ever-expanding Southwest market.

This permanent center is the outgrowth of the Southwest Furniture Market. Sponsored annually by the Retail Furniture Association of Texas since 1923, the market has grown to be the largest of its kind in temporary quarters and will hereafter be a semi-annual event. Continued growth of Dallas as a major distribution center and the increasing pressure on the national furniture manufacturers to compete with the local manufacturers seem to be the key factors in the development of the new display center. But executives of the Mart do not expect showings of the future to be dominated by national manufacturers. Actually, the enterprising Texas manufacturers began to take

over many northern markets in 1954 and made noticeable advances in 1955. So far, 1956 has seen them taking a firmer grip on the market close at hand while still reaching out to other regions. This expansion seems to be substantiated by the fact that the factory output of furniture in Texas has grown almost ten times as rapidly as the population.

The furniture industry as a whole has held a rather consistent position in the spiraling industrial development in Texas by maintaining sixth place alongside its bigger brothers (machinery, metals, and lumber) in durable-goods manufacture. Furniture output in 1939: \$23 million; in 1955: \$98 million. In the overall Texas manufacturing picture, furniture has continued to rank around twelfth place.

One of the most significant characteristics of Texas furniture making is the speed with which it has come into its own as an industry within the last ten years. The 1947 total of value added by manufacture stood at \$23,929,000; by 1953 it had more than doubled to reach a \$49,764,000 total—a 108% increase. Parallel with this production increase has been the employment gain: from 5,843 in 1947 and 8,822 in 1953 to the more than 11,000 which the current Texas Employment Commission survey shows to be employed in the industry.

Today a study of the Texas furniture industry must include consideration of commercial, highly competitive household goods produced on a volume basis (dinettes and bedroom suites, upholstered furniture, and bedding products) in addition to the handcraft and mill-work products which are still marketed in large volume.

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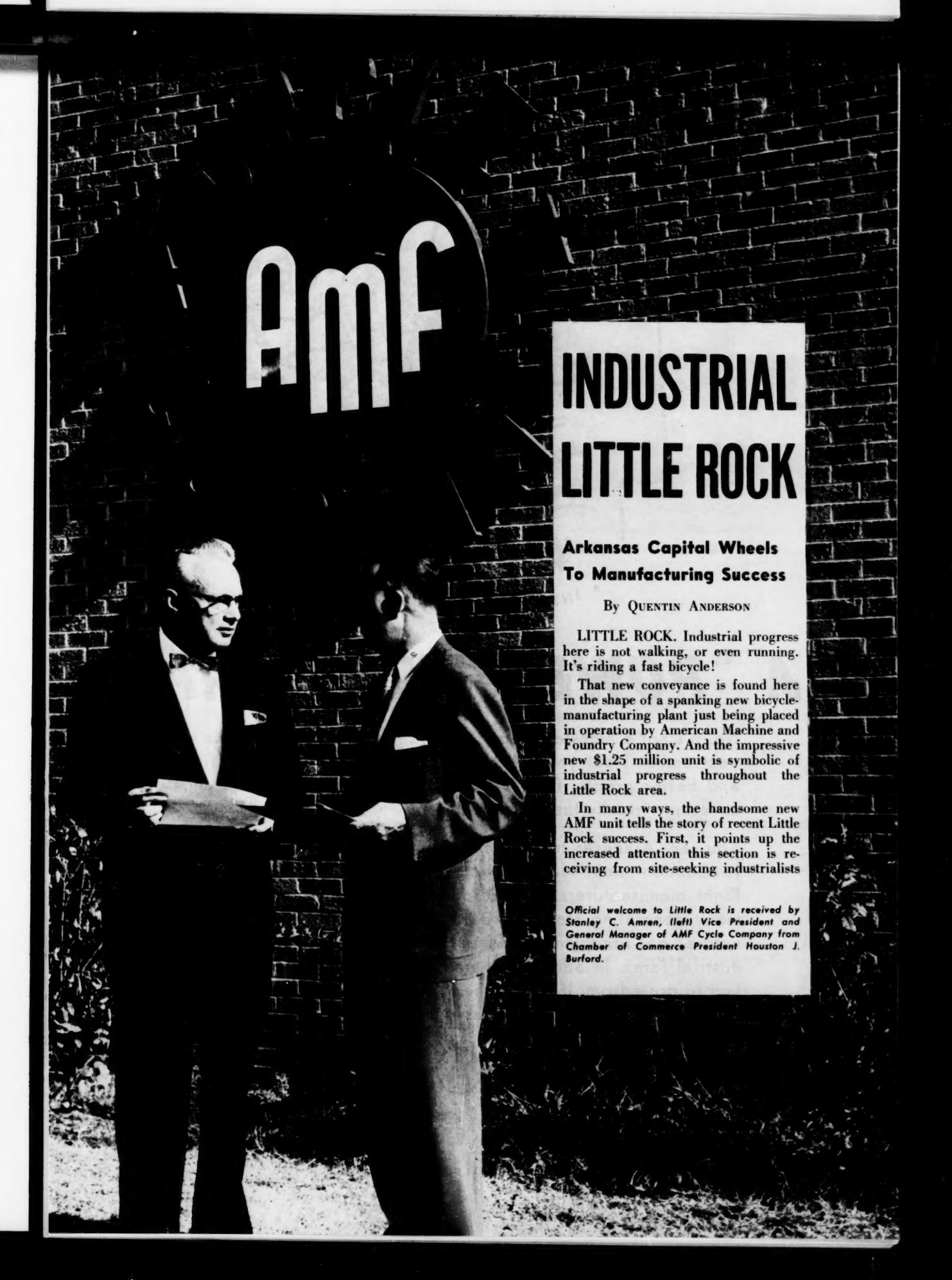
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# **RYERSON**



AMF

# INDUSTRIAL LITTLE ROCK

**Arkansas Capital Wheels  
To Manufacturing Success**

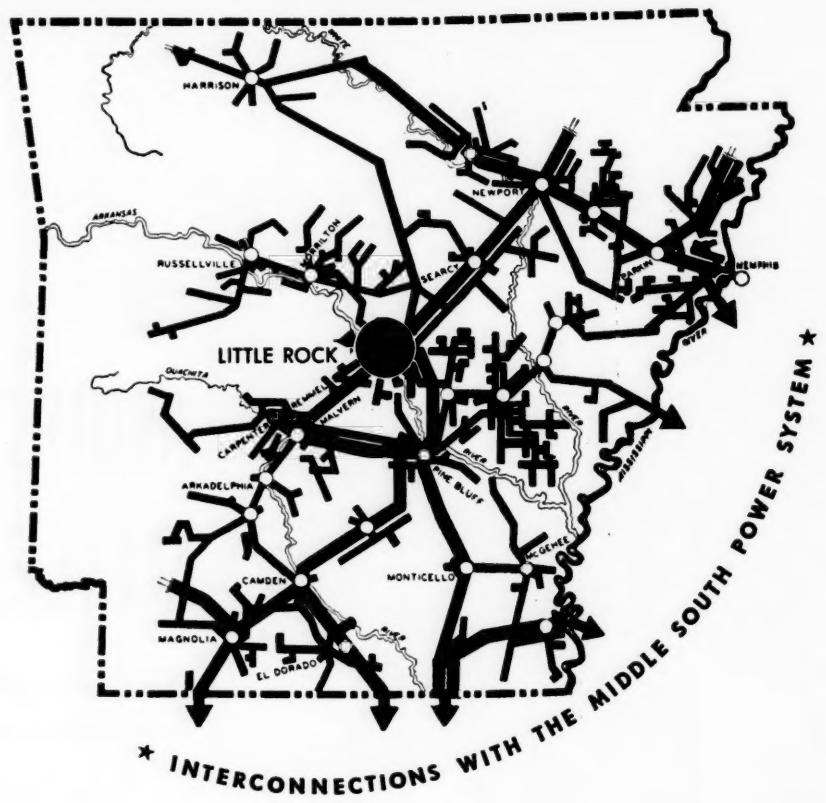
By QUENTIN ANDERSON

**LITTLE ROCK.** Industrial progress here is not walking, or even running. It's riding a fast bicycle!

That new conveyance is found here in the shape of a spanking new bicycle-manufacturing plant just being placed in operation by American Machine and Foundry Company. And the impressive new \$1.25 million unit is symbolic of industrial progress throughout the Little Rock area.

In many ways, the handsome new AMF unit tells the story of recent Little Rock success. First, it points up the increased attention this section is receiving from site-seeking industrialists

*Official welcome to Little Rock is received by Stanley C. Amren, (left) Vice President and General Manager of AMF Cycle Company from Chamber of Commerce President Houston J. Burford.*



## A "POWER-FULL" MAP !

No, it's not a highway map . . . you can't travel these roads in your car . . . but you CAN follow them to bigger production and better profits, for those lines represent our power system, covering virtually the entire state.

You see, Arkansas takes second place to none when it comes to abundant, dependable power—as dozens of America's top-flight manufacturers have discovered. We have not one but many generating stations—both steam and hydro—and our natural gas-fired steam plants make possible competitive industrial rates. In addition, there is the whole Middle South System to draw from. If we can help YOU locate in Arkansas, call on us for the facts and figures you want.



*Arkansas* **POWER & LIGHT** *Company*

HELPING BUILD ARKANSAS

throughout the nation. (Before AMF chose Little Rock, locations from North Carolina to Texas were studied.)

Next, AMF is drawing most of its labor force from this manpower-rich region, adapting local workers to handle every detail of fine metalworking and finishing. Approximately 95 percent of the workers are local people trained on the job.

And, finally, AMF picked a site in a new planned industrial district here which represents the latest thinking in industrial planning and zoning. Thus, from site choice to plant operation, AMF typifies the new trend of progress seen here on every hand.

Your writer, touring the city recently, was impressed with the long, sleek lines of the AMF plant which, according to AMF President Morehead Patterson, "will in all respects be the most modern bicycle factory in the United States, both in design and production methods." It is the first major cycle unit ever to be located in the South.

Commenting on reasons for locating the plant here, Patterson said, "our studies indicate that current movement of population to the western and southern areas will make these sections major markets of the future and we regard Little Rock as the ideal spot from which to supply them."

Initially, the plant will produce approximately 250,000 bicycles per year, but the output can be increased to 450,000 within two years. Employment will reach 1,000 when the plant is in full operation.

Among features of the new unit is an electrostatic painting system—one of the first such installations made in the South. The bicycle frames, after receiving the mechanically-sprayed aluminum undercoat as they travel on conveyors, are charged with 90,000 volts of electricity to attract paint to metal. From here the frames go into an oven, from which they emerge to pass the hand striping line as they move toward the final assembly.

Simultaneously, a rim stock is welded, rolled into shape on huge shaping machines, and aligned under heavy pressure before passing to the large presses where all spoke holes are punched in a single operation in a matter of seconds. Then the wheels are plated and moved to the final assembly line for spoke, axle and tire assembly.

Along these same assembly lines, sprockets and chains are installed in frames as they advance intermittently



Arriving by air the Little Rock visitor may enjoy this view of the city looking to the Northwest with the Arkansas River in the background. The skyline is changing rapidly as new structures appear.

on a floor-level conveyor. Handlebars, pedals and accessories are shipped in a kit inserted in a large carton which protects the frame from damage during transit.

Altogether, the plant produces some 65 percent of all parts which go into the finished bicycles. Components are carried on an overhead conveyor system which totals more than a mile in length.

#### Variety of Products

But, impressive as it is, the AMF unit is only one of scores of manufacturers contributing to the improvement of the local economy. Alongside AMF must be listed a variety of "imported" plants as well as a group of booming "home grown" industries.

Today, the following products flow from local assembly lines:

Food Products—beverages, candies, dairy products, bakery products, meat

packers, baking powder, honey, potato chips, etc.

Textile Products—garments, including work clothes, dresses, sport clothes and neckties, mattresses and non-woven fabrics.

Wood Products—brooms, barrels, flooring, boats, furniture, disappearing stairways, boxes, pallets, caskets, baskets, etc.

Paper Products—boxes, cartons, and manufacturing printers and lithographers.

Chemicals—fertilizer, sulphuric acid, cotton oil mill products, insecticides, industrial gases, paint, wood preservatives.

Stone, Clay and Glass—crushed stone, ballast, ceramic tile, roofing granules, etc.

Fabricated Metal Products—tanks, stampings, structural steel and iron castings.

Aluminum Products—boats, die castings, bicycle horns, builders' hardware, ventilators, etc.

Machinery—bottle washing and dry cleaning equipment, conveyors, evaporative coolers, fans, etc.

Electrical Equipment—incandescent bulbs and electric motors.

Transportation Equipment—both the Missouri Pacific and the Rock Island maintain shops in Greater Little Rock and, in addition, there are several manufacturers of truck and house

#### FEATURE CITY SERIES

This is another in a series of special reports on southern cities which enjoy unusual growth opportunities. Reprints are available from the Little Rock Chamber of Commerce, 115 West 6th Street. Another outstanding southern city will be featured in an early issue.

## INDUSTRIAL LITTLE ROCK

trailers as well as a large manufacturer of bicycles.

**Instruments**—watches, clocks, cameras and timing devices.

Forty-four large plants listed in the Chamber of Commerce office provide a representative listing off the cross-section of industries that have decided to build in Little Rock. These are the bigger plants, and Chamber officials are quick to tell you that this isn't even all of them. There are still others that haven't been placed on the list yet.

Below, listed by type of products which they produce, are some of the top-rung companies in the Greater Little Rock area:

**Fabrics & Apparel**—Chicopee Manufacturing Co., Non-Woven Fabrics; Ottenheimer Bros. Mfg. Co., Ladies' Dresses; Tuf-Nut Garment Manufacturing Co., Work Clothes.

**Food Products**—Cameron Feed Mills, Stock Feed; Darragh Company, Stock Feed; C. Finkbeiner, Inc., Meat Packer; K. C. Foods Division, Hulman & Co., Baking Powder; Little Rock Packing Co., Meat Packer.

**Wood Products**—American Excelsior Corporation, Excelsior; American Radio & T. V. Furniture; E. L. Bruce Co., Flooring; J. H. Hamlen & Son, Inc., Cooperage; J. & S. Manufacturing Co., Crates, Boxes; Koppers Co., Inc., Wood Treating; Little Rock Furniture Mfg. Co., Furniture.

**Paper Products**—Arkansas Printing & Litho. Co., Business Forms; Democrat Printing & Litho. Co., Catalogs, Labels; Hankins Container Co., Corrugated Containers; Hoerner Boxes, Inc., Corrugated Containers; Southern Paper Box Co., Cardboard Boxes.

**Chemicals**—American Cyanamid Co., Catalytic Agents; Consolidated Chemical Industry, Bauxite; Olin Mathieson Chemical Co., Agricultural Chemicals; Procter & Gamble (Buckeye Cotton Oil Mill), Vegetable Oils; Reasor-Hill Corporation, Insecticides; Southern Cotton Oil Co., Vegetable Oils; Stebbins & Roberts, Inc., Paints, Varnish; Swift & Co., Vegetable Oils; Welders Supply Co., Industrial Gases.

**Stone, Clay & Glass Products**—Minnesota Mining & Mfg. Co., Roofing Granules; Westinghouse Electric Corporation, Light Bulbs; Winburn Tile Manufacturing Co., Floor & Wall Tile.

**Metal Products**—AMF Cycle Company, Bicycles; Arkansas Foundry Company, Fabricated Steel, Castings; Arkansas Tool & Die Co., Tool & Die Shop; Dixie Culvert Manufacturing Co., Stampings; Essick Manufacturing Co., Evaporative Coolers; G. C. Evans Manufacturing Co., Bottling Equipment; Hamlin Products, Inc., Die Castings; Phelps Fan Manufacturing Co., Industrial Blowers; Redmond Company, Inc., Electric Motors; Southwest Manufacturing Co., Aluminum Boats; U. S. Time Corporation, Watches, Clocks, Cameras; Yoder Manufacturing Co., Horns, Builders' Hardware.

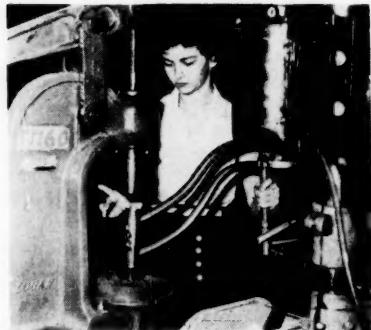
### "Home-Grown" Industries

Typical of the "hustle" manifested by the homegrown industries is the firm of G. C. Evans which started from scratch and is now selling its machinery in 44 states, Mexico and Venezuela. Evans, who's been described as a "first-class machinist with a flair for invention" will tell you not necessarily so very confidentially that Arkansas has plenty of folks who can make anything that's made anywhere in the United States—and even make it better!

His firm which produces heating units for bottle-washing machines is far ahead in the field and its list of users continues to sky-rocket in the face of additional competition.

Why? This question is answered in part by the type of man Evans is. When he found out that he couldn't buy some parts for the plant he was constructing, Evans decided to build another plant—this one to produce the needed parts!

Paint-maker Stebbins & Roberts, Inc., is another local firm that has gained an eager market for its wares. Sensing a westward migratory movement, the company built a \$150,000 addition to their plant in order to manufacture more paint and, in addition,



Little Rock workers like this young lady have adapted quickly to precise mechanical operations employed in the AMF plant. The Little Rock facility is regarded to be the most modern bicycle manufacturing plant in the country. More than one mile of conveyor lines are used throughout the plant.

tion, varnish and putty. These products have a wide distribution in six adjoining states. The expansion netted the local company the construction of an affiliated \$40,000 plant by the Southern Brush Company, manufacturers of a top-grade line of paint brushes.

A firm of some thirty years standing, the Niloak Pottery Company, is another company that has gained national recognition. During the war Niloak manufactured clay pigeons for use on army rifle ranges. An \$80,000 expansion program is currently underway.

The fine pottery and stoneware that is now produced here is recognized throughout the country. Although Niloak now specializes in pottery, the firm is currently delving into the use of nepheline syenite as a flux or fusion, in manufacturing and as a substitute for feldspar.

A manufacturer of prefab houses that are seen in residential areas in and around Little Rock also sprang from local stock. The houses are named Bralei Homes, Inc. and have been generally accredited with keeping Little Rock real estate values down to earth. The two local lads who founded the project have also received plaudits for easing a critical housing shortage problem during the post-war period.

Among other firms that have grown up locally and have paved the way for present industrialization is the Big Rock Stone and Material Company. Currently in the midst of a \$150,000 expansion program, this firm is boosting its output of crushed stone, gravel and sand daily. As a matter of record, it's very rare indeed when the tourist is unable to spot a Big Rock river boat winding its way up the Arkansas River.



Freshly painted bicycle forks travel through the bake ovens in the new AMF plant. The company produces a full line of AMF Roadmaster and Shelby bicycles for national distribution.

Many, many other smaller manufacturing plants have had a hand in laying the foundation for a solid industrial Little Rock. Other firms that helped pour the industrial development concrete turn out everything from baseball bats to livestock feed.

When Little Rock was still in what you would call its youth, other firms, financed by outside capital came on the scene and gave it an additional boost to help the growing Southwestern city through its awkward stages of adolescence. When its growing pains were eased, Little Rock was happy to welcome the United States Time Corporation, the first of the "outsiders" to recognize the merits of the area, or at least the first to move in the region.

Operating out of Waterbury, Connecticut, the firm began eyeing the South for possible plant positions soon after the war. An alert chamber of commerce managed to set up a small U. S. Time Clock factory employing 65 people in Little Rock. It was only two years before Arkansas workers convinced the "brass" back home that they could make more clocks in less time than the experienced hands in the Waterbury plant.

Today, U. S. Time has a much larger installation in Little Rock which employs 1,600 workers. Manufacturing both clocks and watches now, the locals keep Waterbury workers hopping to keep up with them.

Lending credence to the adage that success breeds success, Westinghouse Corporation was sold a plant location almost entirely on the merits of U. S. Time's spectacular success. At last count, Little Rock's Westinghouse plant was capable of turning out 100 million bulbs per year. Before the Little Rock Chamber presented its case the plant was ear-marked for construction somewhere in Indiana.

Another new-found friend to Little Rock industry is the Minnesota Mining & Manufacturing Company, which has started operations which are ultimately designed to reduce Little Rock's famed Granite Mountain to ground level. A \$3.5 million dollar plant is testimony enough of this company's faith in the region.

Minnesota Mining & Manufacturing Company quarries huge boulders of granite from the mountain and grinds them to pebble-size, suitable for use in the manufacturing of asphalt-granite roofing.

Consolidated Chemical Industries makes aluminum salts, sulphates and

other chemicals from bauxite. Since nearly 95 percent of all the available bauxite in the United States is found near Little Rock, in Pulaski and Saline Counties, there is an ample supply for expansion of such industries. The supply is close enough for Reynolds Aluminum to maintain a \$50 million operation at Hurricane Creek, which was built during the war to produce alumina from bauxite.

#### The Pig Will Stay Home!

This bauxite supply is leading to the establishment of other industries. It won't be too much longer before Little Rockians won't have to sit idly by and watch the raw aluminum leave the State by the carloads. Plans are now being studied that will eventually lead to the completion of the finished product within the borders of the State.

Already one plant — the Aluminum Awning Company — manufacturers of ventilated and permanent awnings up to eighty feet long, is in operation.

Instead of having pig bars of aluminum leaving the state at a pell-mell rate, soon it is expected that it will be a case of the "Little Pig that Stayed Home" — and was developed in Arkansas.

A war-inspired development was the construction at Bauxite and Jones Mill of additional steps in the conversion of bauxite to finished aluminum. Whereas before, bauxite had been shipped out of the state for refining, these new plants provided facilities whereby raw bauxite was taken through these new plants emerging as pig aluminum.

The initial development was accelerated after the War with the result that several million dollars have been invested by Alcoa, Reynolds Metals and by General Motors. The latter company's plant at Jones Mill takes the molten aluminum from a Reynolds pot line and conveys it directly to dies and molds to make aluminum castings.

Now, Little Rock is caught up in a happy merry-go-round of "satellite" industrial development activity. This is, the existing activities have reached the size and scope that they attract additional units.

For example, the Hoerner Box Corporation has located a new plant adjacent to the AMF unit to supply it and other customers in this area with corrugated shipping containers. The new \$1.5 million unit covers 115,000 square feet and employs 150 workers.

In all, Hoerner and some 240 other



Fred J. Venner, President of the Southwest Manufacturing Company, a home grown company, watches the finishing touches being applied to one of the new models of the famous "Arkansas Traveler" boats produced by his firm.

## INDUSTRIAL LITTLE ROCK

Little Rock manufacturers annually convert more than \$50 million worth of raw materials into finished or processed goods. The value of these goods is well over \$100 million.

A good barometer of the industrial progress of a region is reflected in the volume of retail trade. In this department, Little Rock has risen 300 percent since 1938. Also noteworthy is the fact that bank deposits are up 400 percent over '38, and that the area has a per capita buying power of \$1,225 as compared with but \$700 in 1938.

The value of building permits issued in the city in 1940 amounted to \$2.3 million. This figure tends to reflect the tremendous impact that accelerated building has had on Little Rock, when one stops to compare it with \$17.4 million worth of building permits issued in 1955.

But the whole story of Little Rock progress can't be found in the immediate area. Any resume of development here must consider what is happening throughout the State.

For Little Rock, the State's only

large metropolitan area, dominates the Arkansas scene. What helps the State helps Little Rock and vice versa.

Today, a total of some 1000 manufacturing plants are scattered throughout the length and breadth of the State. Big plants with big names are listed on the roster of Arkansas' impressive industrial list. Among them are the International Shoe Company, Brown Shoe Company, Munsingwear (nylon hosiery), American Can Company, Dixie Cup Company, Trailmobile, Inc., and many others.

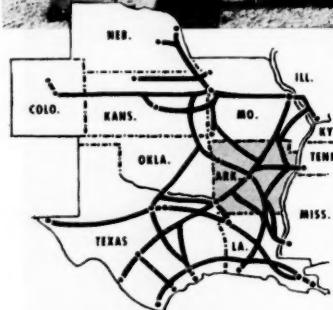
With this background of state-wide progress, the State legislature in 1953 officially adopted as the State slogan "The Land of Opportunity."

This label was given the State because Arkansas leaders could see the trend toward a more varied production program, which they realized would result in a marked increase in income.

Today, with the end nowhere in sight, local citizens point with pride to the finished items that are beginning to leave the State. On this list are included light bulbs, roofing, textiles, shoes, automobile parts, paper, grape juice, fishing tackle, processed foods, furniture, aluminum, rugs, gasoline, oil, and bows and arrows.

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Little Rock, Arkansas

LITTLE ROCK



Lewis W. Hamlin, President of Hamlin Products, Inc., inspects die cast aluminum ventilators made in his plant, established in 1951. Formerly employed by national concern with branch plant at Little Rock, Hamlin started his own business when the company wanted to transfer him. He now employs nearly 100 workers making die cast items from pig aluminum supplied from Arkansas plants of Alcoa and Reynolds Metals.

**Labor Resources**

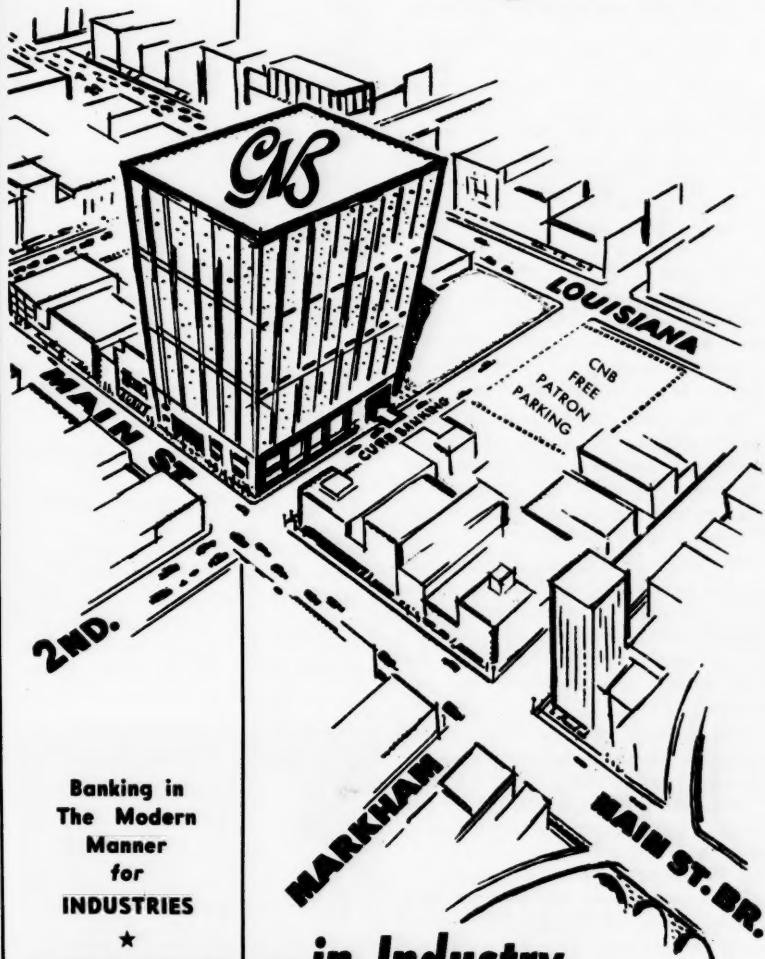
Some months ago the U. S. Air Force Base here advertised 450 job openings. In a short period more than 15,000 persons filed applications—33 workers for each available job.

This incident, better than reams of statistics, describes the abundance of eager workers in the Little Rock area. In fact, it is the quantity and productivity of the local labor force which constitute the outstanding industrial attraction here.

As in most Southern states, Arkansas is experiencing a migration away from the farm. But here the situation is even more pronounced because the state has come later onto the industrial scene.

There has been an actual decrease in population because displaced farm workers have had to go to other states to find factory jobs. Hence, the indus-

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**The COMMERCIAL  
NATIONAL Bank**  
OF LITTLE ROCK

## INDUSTRIAL LITTLE ROCK

trialist locating here finds himself in an unusually favorable position for recruiting workers who have an outstanding job attitude.

As one plant manager said, "Little Rock workers are every bit as capable and a whole lot more loyal than those we employ elsewhere."

Recognizing this important asset, manufacturers last year invested some \$77.5 million in new facilities in the state. And in so doing they offered employment to 5,982 workers.

This recognition of the importance of the Arkansas labor force has come rapidly in the period during and after World War II. Perhaps the first tangible evidence was rolled up during the operation of the Arkansas Ordnance plant near here during the war. This large unit was managed by Ford, Bacon and Davis and had an excellent record.

At the war's end Little Rock found herself with an over supply of workers eager to tackle new industrial activities. Moreover, the local labor force was anxious to move from low wage industries into high wage fields.

The net result has been a steady shift toward production of finished goods and an increase in value added by the manufacturer. During the 1950-55 period employment increases in the state greatly overshadowed the decreases.

The average weekly earnings of Arkansas manufacturing employees are climbing steadily. An average of \$56.02 a week was reached in 1955, with the fourth quarter report totaling slightly more than two dollars higher, \$58.24. The 1955 average of \$56.02 represents an increase of 44 per cent over the 1949 weekly salary of \$38.92. The yearly listings of average wages sketches an impressive, and steady gain for the state.

During 1950, the average wage was \$42.33; in 1951 it was \$44.19; in 1952, \$47.20; in 1953, \$49.49; and in 1954 the weekly salaries had leveled out at \$51.00.

Proof the wage scale is still climbing is shown by the fact that the average hourly earnings in May 1956, were \$1.39 as against \$1.28 in May, 1955.

Gradually, manufacturing industries are absorbing some of the surplus farm laborers. An estimated 88,600 were employed during May of 1956. This represents an average of 2,500 over the 85,900 during the same period in '55. The average for the year will probably reach an all-time peak of 89,000. Next



Indicating variety of skills found in the Little Rock area, this worker helps boost output of light bulbs in Westinghouse plant.

year's total should go above 90,000 by a substantial margin.

Little Rock's well diversified economy accounts for 13,000 workers or 16 per cent of the total labor force in Arkansas. Of this, the bulk is comprised as follows: Food products—16 per cent; Apparel—12 per cent; Lumber and wood products—16 per cent; Printing and publishing—10 per cent; Chem-

icals—8 per cent; and metal producing products—24 per cent.

### Marketing Opportunities

Little Rock is quickly growing into a major distribution center of the Southwest.

This is more readily understood if one realizes that the major portion of the Southwestern market lies within the Eastern two-thirds of the six states making up the Southwest. (Louisiana, Texas, Oklahoma, Arkansas, Missouri and Kansas.) The remaining one-third of the Southwestern area, although fine for ranches and cattle, has a population that is so sparse that there is only a negligible available market.

Greater Little Rock is located about midway — North and South — in this area, and a market projection of 400 miles includes all of the large Western centers of population such as Houston, Dallas, Fort Worth, Oklahoma City, Tulsa and Wichita, as well as those cities on the Eastern edge of the area—Kansas City, St. Louis, Shreveport and New Orleans. Having thus accounted for over 75 percent of the population and the buying power in the Southwest, Little Rock based firms can also serve many large urban centers East of the Mississippi River expeditiously. Fast delivery is the order of the day, with



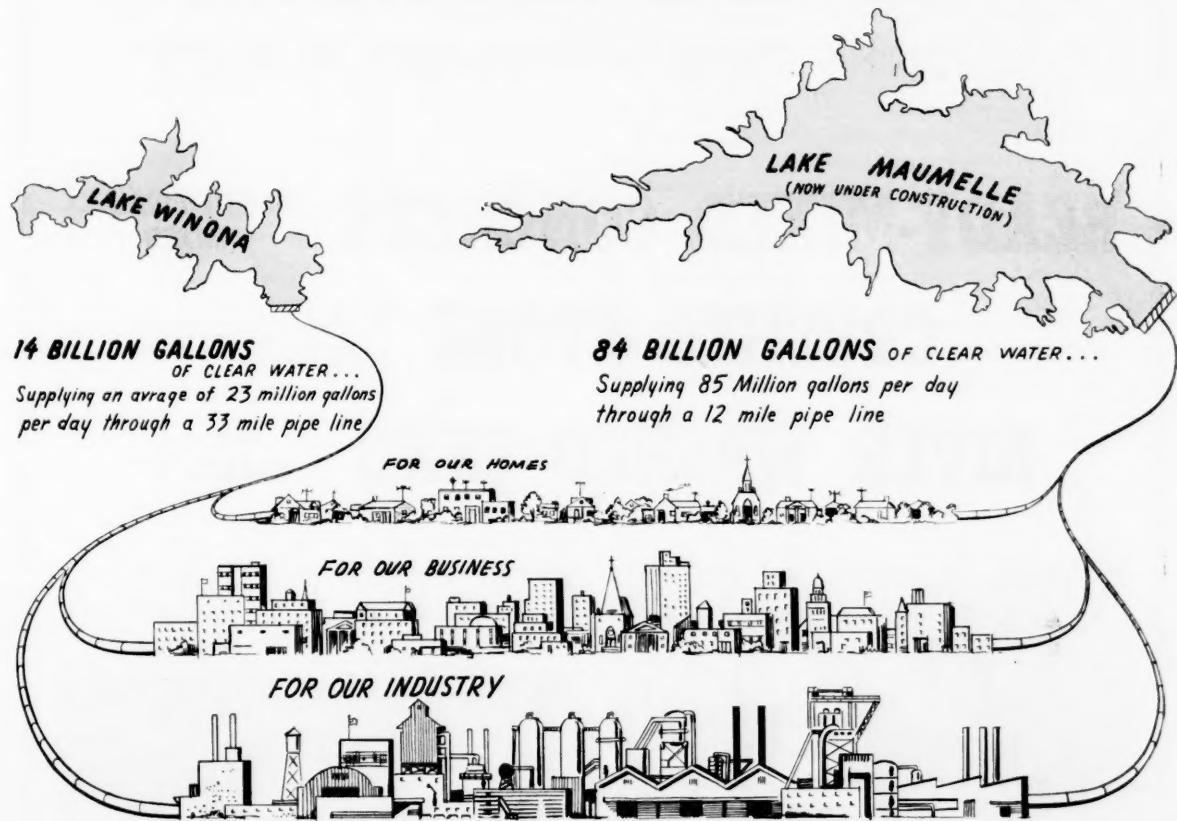
Largest industry of its kind in Arkansas and one of the largest in the Southwest is the Little Rock plant of Arkansas Foundry Company. From a small machine shop in 1906 it has grown to include 9 plants on a 15 acre site today. Its president, J. J. Schmelzer, has long been identified with manufacturing activities of the area.



At left machinist turns a pavement roller on a 48" lathe. While at right molten metal is tipped from a cupola.

# PLENTY OF GOOD WATER!

LITTLE ROCK'S MOST PRECIOUS ASSET AWAITS YOUR USE



An **ABUNDANT** Water Supply  
for **GREATER LITTLE ROCK** . . .

## ★ADEQUATE SUPPLY AND RESERVES—

Available: 109 Million Gals. Per Day  
Present Use: 20 Million Gals. Per Day  
Reserve for Industry: 89 Million Gals. Per Day

## ★SUPERIOR QUALITY LAKE WATER—

One of the softest supplies in the country. Has very low mineral content—free of pollution and turbidity, annual mean water temperature, 60° F.

## ★ATTRACTIVE INDUSTRIAL WATER RATES—

35,000 satisfied customers with special low water rate for industries. Municipally owned. Good Public Relations.

## ★FIRE PROTECTION WATER FACILITIES—

Well rated by the Underwriters, ample flows at high pressures over system.

Complete Information, Technical Records and Engineering Assistance Immediately Available Upon Request

# Little Rock Municipal Water Works

"Publicly Owned For Public Welfare"

MARKHAM AND BROADWAY

LITTLE ROCK, ARKANSAS

WE SERVE THE CONSTRUCTION INDUSTRY  
IN GREATER LITTLE ROCK, ARKANSAS, AND  
ADJOINING STATES WITH QUALITY PRODUCTS

**READY-MIXED CONCRETE** { SCIENTIFICALLY  
MIXED }

**CRUSHED STONE** { ALL  
SIZES }

**RIVER WASHED SAND** { ALL  
GRADES }



Portion of Main Concrete Plant



Part of Stone Crushing Plant

**"ARKANSAS' LARGEST PRODUCERS"**

**BIG ROCK** STONE &  
MATERIAL **CO.**

General Offices:  
**LITTLE ROCK**

Plants: **LITTLE ROCK**   **NORTH LITTLE ROCK**   **JACKSONVILLE**

over-night service provided to such Southeastern cities as Nashville, Memphis, Birmingham, Mobile and Jackson, Mississippi. Fringe towns like Springfield, Illinois and Evansville, Indiana, are also included on the over-night schedule.

This is a large plus factor that can be had with a Little Rock based firm—the superior coverage of the West-of-the-River market and quick accessibility to a major portion of the market east of the Mississippi. In other words, there are no dead spots or areas in Little Rock's sales circle.

Within a 400-mile radius of Little Rock, there can be reached a market of 20-million people with a buying power that exceeds \$25 million.

Another favorable factor for Little Rock is the equalized freight rates that now eliminate the barrier of the Mississippi River which used to be a costly dividing line.

Although a number of companies work a relatively large territory from Little Rock, the typical pattern has been to locate sales offices in the largest cities of the South and Southwest such as Memphis, Atlanta, New Orleans, Houston, Dallas and Oklahoma City. Firms following this pattern have leap-frogged Little Rock and served this territory initially from one or more of

these surrounding cities.

Although it is recognized that arbitrarily selected radii of coverage are not the most realistic manner in which to describe a sales territory, there are some advantages that can be derived from this method. Especially for purposes of comparison are they useful. Certainly for purposes of local market analysis, a radius of 100 miles may be said to include that area which is primarily tributary to the central city. In Little Rock's case, such a circle will be found to cover 45 of the state's 75 counties. These counties account for the amounts and percentages of the state's total found in the table below.

#### Little Rock Concentration

Thus it will be seen at a glance that Little Rock offers predominant coverage of the Arkansas market. This nucleus is therefore an assured base for any sales coverage projection and to it may be added various other increments of territory. It should also be noted that 62 percent of Arkansas' manufacturing employment is concentrated in this area.

Different lines of products follow different patterns and what may prove a practical projection for one company may not prove feasible for another. The next step outward from Little Rock

should include the entire state of Arkansas, less the 10 counties of the Northeast, which are usually covered from Memphis. Because Little Rock is centrally located in the state, no county within it is over 150 miles away.

All of the above described territory can best and most efficiently be served from Little Rock.

Although the location of existing sales offices and distribution points will unquestionably affect the delineation of new territories, it is no overstatement to observe that, with the exception of the 10 Northeast Arkansas counties usually covered out of Memphis, Little Rock offers best coverage of the remainder of the state. Some companies do, however, travel the four Southwest Arkansas counties (Miller, Lafayette, Columbia and Union) out of Shreveport. Conversely, many Little Rock firms regularly go into the northern tier of Louisiana parishes. Also, Little Rock territory spills over into Eastern Oklahoma, although Tulsa firms infiltrate into Northwest Arkansas with some lines. To the North, Little Rock's territory extends into Southern Missouri until it runs into Kansas City's area on the West, St. Louis on the East, and again in the Missouri boot heel.

Going next to a radius of 150 miles, we find that within this distance of Little Rock there is the following market potential:

Population	2,399,900
Effective Buying Income	\$3,436,454,000
Total Retail Sales	\$2,401,899,000
Food Sales	\$ 561,639,000
General Merchandise Sales	\$ 397,425,000
Furniture, Household & Radio Sales	\$ 127,248,000
Automotive Sales	\$ 663,274,000
Drug Sales	\$ 73,501,000

Sale of farm machinery is indeed flourishing in and around Little Rock, but there is room for much more. Irrigation of all crops, and especially rice, is being increased by leaps and bounds. A great deal of the farm machinery market is located in the rich delta area which runs from Little Rock east to the Mississippi River. This area included the prairie section (Stuttgart—50 miles) which is largely devoted to rice growing.

The timber industry in Arkansas also is another fertile field for the sale of industrial tools, machinery and equipment. Plants engaged in this type of industry run all the way from the saw-mill to finished furniture.

Other rich sources of revenue for enterprising manufacturing plants are the defense installations built around

#### About 60 Percent of Arkansas Market Falls Within 100 Mile Radius of Little Rock:

	100 Mile Radius (in thousands)	Percent of State's Total
Population	1,100,600	58%
Effective Buying Income	\$1,070,568,000	59%
Total Retail Sales	\$ 790,876,000	56%
Food Sales	\$ 168,936,000	57%
General Merchandise Sales	\$ 110,679,000	61%
Furniture, Household & Radio Sales	\$ 38,453,000	56%
Automotive Sales	\$ 197,229,000	56%
Drug Sales	\$ 22,533,000	58%
Average Covered Employment	145,402	61%
Average Manufacturing Employment	51,713	62%

#### Capital City's Extended Market Coverage Area Includes All Except 10 Northeastern Counties:

	State Totals	Less 10 Counties from Little Rock	Net Served
Population	1,898,400	407,700	1,490,700
Effective Buying Income	\$1,807,181,000	\$334,569,000	\$1,472,612,000
Total Retail Sales	\$1,412,935,000	\$284,756,000	\$1,128,179,000
Food Sales	\$ 294,670,000	\$ 61,722,000	\$ 212,948,000
General Merchandise Sales	\$ 180,306,000	\$ 31,346,000	\$ 148,960,000
Furniture, Household & Radio Sales	\$ 68,128,000	\$ 15,284,000	\$ 52,844,000
Automotive Sales	\$ 353,544,000	\$ 74,094,000	\$ 279,450,000
Drug Sales	\$ 38,725,000	\$ 7,030,000	\$ 31,695,000
Average Covered Employment	238,376	28,988	209,388
Average Manufacturing Employment	83,059	8,263	74,796

## INDUSTRIAL LITTLE ROCK

Greater Little Rock or near enough for overnight freight.

Some of the plants that fall within this classification are the Army Chemical Arsenal 35 miles South of Little Rock near Pine Bluff; the Navy rocket facilities near Camden—about 35 miles Southwest. Camp Chaffee (Army) near Fort Smith, Blytheville Airforce Base and the Little Rock Air Force Base are also active service installations.

The Little Rock base, a unit of the Strategic Air Command, will be one of the Air Force's major permanent bases. Construction has been under way for about 3 years and the base, which will accommodate two wings of B-47 aircraft, is estimated to cost about \$75 million. It was put in operation in the fall of '55 and brought an estimated 15,000 increase in population to the Metropolitan Little Rock area. According to Air Force statisticians, the annual payroll is running around \$25 million.

### Transportation Facilities

Transportation facilities in Little Rock are significant. Trunk line and trans-continental service is furnished by American Airlines, Braniff International Airways and Delta Airlines.

Local feeder service is supplied by the Trans-Texas Airways and Central Airlines. At the present time there is a total of thirty-five daily flights in all directions.

The area is also serviced by three railroads—the Missouri Pacific, Rock Island and Cotton Belt. One line offers service to the South, Southwest, Far West and Middlewest, as well as to St. Louis and transfer points. Among the cities served directly are New Orleans, Houston, San Antonio, Dallas, Fort Worth, Oklahoma City, Tulsa, Kansas City, St. Louis, and Memphis.

Twenty-six truck lines operating out of Little Rock provide direct service to every state in the union. There are, at present, more than 45 companies that operate over six Federal and three state highways. Forty-eight hour service from Little Rock is available to cities as far distant as: Brownsville, San Antonio and Amarillo, Texas; the Oklahoma panhandle; most of Kansas; Omaha and Lincoln, Nebraska; Des Moines, Iowa; Milwaukee, Chicago, Detroit, Toledo, Columbus, all of Kentucky, Western North Carolina, most of Georgia, all of Alabama, Mississippi and Louisiana, plus all intermediate points.

### The Political "Climate"

Little Rock citizens have proven in recent years that they have a favorable viewpoint towards increased industry. Each time a labor union came up with an unfair demand, the citizens have voted it down and thereby maintained the basic free enterprise philosophy that is prevalent in the area.

Back in 1954, the Supreme Court ruled against two labor unions, one in Little Rock's Pulaski County and another in Washington County.

The gist of this ruling is that picketing by labor unions, even though peaceful, cannot be permitted to enforce unlawful demands. In a unanimous opinion, the Court said that picketing to force acceptance of a closed shop agreement must be prohibited. In a split decision, (6-1) the Court maintained that picketing to force a breach of contract was an unlawful act.

It's a matter of record that many company employees have voted three and four times to remain independent of labor unions. A good example of this are the workers of the Ottenheimer Brothers Manufacturing Company. They have voted repeatedly to stay out of the International Ladies Garment Workers Union.

Another instance is the employees of the Arkansas Cotton Mills at Morrilton voting 185-180 against being represented by the CIO Textile Workers of America. Morrilton is around 45 miles Northwest of Little Rock.



Proof that the political atmosphere in Little Rock is favorable toward industry, is the success of State Senator Ellis M. Fagan shown here with Mrs. Fagan. A 24 year veteran in the State Legislature, he was vigorously opposed by national labor organizations in the 1956 Primaries but came through as usual.

Still another factor of the favorable "political climate" is to be found in the equitable tax structure with a 7-year exemption from all ad valorem taxes for new plants manufacturing cotton and fiber goods. This law is in the form of Amendment number 12 written in the State Constitution. The total annual property tax cost is only \$12 per each \$1,000.

The current applicable millage rate for Little Rock taxpayers including State, county and school taxes, is 49.8 mills. Maximum rate of assessment is 20 percent of true value, resulting in an estimated maximum tax cost of \$9.80 per \$1,000 of true value or \$980.00 per \$100,000 per year. In actual practice, because of advance allowance for contractor's profits and for depreciation, the assessment ratio is more likely to be in the neighborhood of 10 percent to 12 percent, or approximately \$5.00 to \$6.00 per \$100.00 of true value.

The State's "Right to Work Law," which is protected zealously by Little Rock businessmen, is one of the main reasons that Arkansas has reportedly been dropped from the "Operation Dixie" program, which is aimed to organize and unionize all Southern industry.

### Power, Fuel, Water, Resources

Electric power for Little Rock is supplied by the Arkansas Power & Light Company's 115,000-volt transmission system. The power company has a total generating capability of 1,036,000 kilowatts. The power company is connected with the Middle South Utilities, Inc., one of the major power networks of the nation.

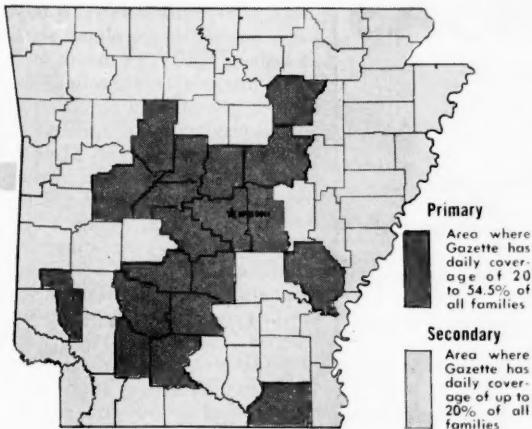
Officials of the company emphasize that any quantity of electric power can be supplied when required. Rates are among the lowest in the nation.

The supply of natural gas, distributed in the area by the Arkansas Louisiana Gas Company, is abundant. The B.T.U. content is 1,000 per cubic foot. For domestic users the cost runs an average of 50 cents per M.C.F., commercial users pay from 30 to 55 cents, and industrial users pay from 19 to 29 cents.

There are more than 23 million gallons of water per day available for use in Metropolitan Little Rock, with the actual daily consumption averaging 19.6 million gallons. The city's water source is Lake Winona which holds more than 14 billion gallons. The cost per 1,000 gallons is 30 cents to 15 cents according to volume.



## The ARKANSAS GAZETTE Gives You BOOMING Coverage and Impact



With the Gazette, your basic selling job in Arkansas is done. The Gazette . . . with all-round leadership in the state . . . is geared to this big, expanding market.

### The GAZETTE Delivers Arkansas . . . at LOWEST COST

The Gazette delivers Metropolitan Little Rock and the tremendous "Outside" market . . . gives you **MOST AT LEAST MILLINE COST**. With the largest circulation in the state, the Gazette's milline rate is moving down year after year—is currently 14% below the average for newspapers in its size group.

**Arkansas Gazette**  
*Arkansas' Leading Newspaper Since 1819*

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**THERE'S A MAN HERE  
WHO UNDERSTANDS  
YOUR BUSINESS . . .**

SERVING  
SINCE 1877

Everyone living in the Little Rock area knows that, since its beginning, Worthen Bank has been linked to the business growth of our city. We have always specialized in service to commercial and industrial customers, and our staff of trained men has a sincere interest in providing you with the counsel and service you want and need in this area.

Their wide, practical knowledge and far-sighted vision are among the reasons why we can confidently say: "There's a man at Worthen Bank who understands your business." We hope you will call on him soon.

**WORTHEN BANK & TRUST COMPANY**

Main at Fourth

Little Rock, Arkansas

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## DRAW A BEAD ON THE **ARKANSAS** **MARKET!**

Launching a new product . . . locating a new plant or distribution center . . . through Union National you will meet the people you **SHOULD** meet to help with any phase of commerce or industry . . . whether it's a distribution, warehousing, manufacturing or purchasing project. Here you will have access to a steady stream of facts and figures on market possibilities, trends and developments. Better still, we are happy to be of service.



You don't have to run around to gather necessary contacts and facts—not if you start with

*Union National Bank*  
**OF LITTLE ROCK**

Capital and Surplus ..... \$4,000,000.00

Member Federal Deposit Insurance Corporation and Federal Reserve System

### LITTLE ROCK

Little Rock has more than 70,000 telephones in use in the metropolitan area. The city is serviced by Southwestern Bell Telephone Company, a part of the over-all Bell System. Little Rock is the State headquarters for the company and is also the center for equipment used in long distance dialing. Rates are comparable to those in other parts of the country. A family can have residential telephone service for as little as \$4.05 per month.

Another major attraction here is a rich supply of natural resources. The annual production of minerals alone in the State is valued at \$135 million. Fuels such as petroleum, natural gas and coal, constitute about two-thirds of the State's mineral income.

Arkansas has the only diamond mines on the North American continent, and is also the Nation's leader in the mining of Barite (422,000 tons), Bauxite (2 million tons), Syenite (406,000 tons), and Novaculite (150,000 tons). Arkansas ranks second in the production of Manganese with 2,600 tons.

A \$1 million plant, owned by Olin Mathieson, is just beginning to fully realize the area's rich sulphuric deposits in the production of sulphuric acid.

Rich deposits of manganese, mercury, barite, marble, limestone, gypsum, titanium, asphalt, lead, zinc, glass sand, slate, novaculite, tripoli, syenite, sand, gravel and sulphur are beginning to swing industrialists' expansion plans in this direction.

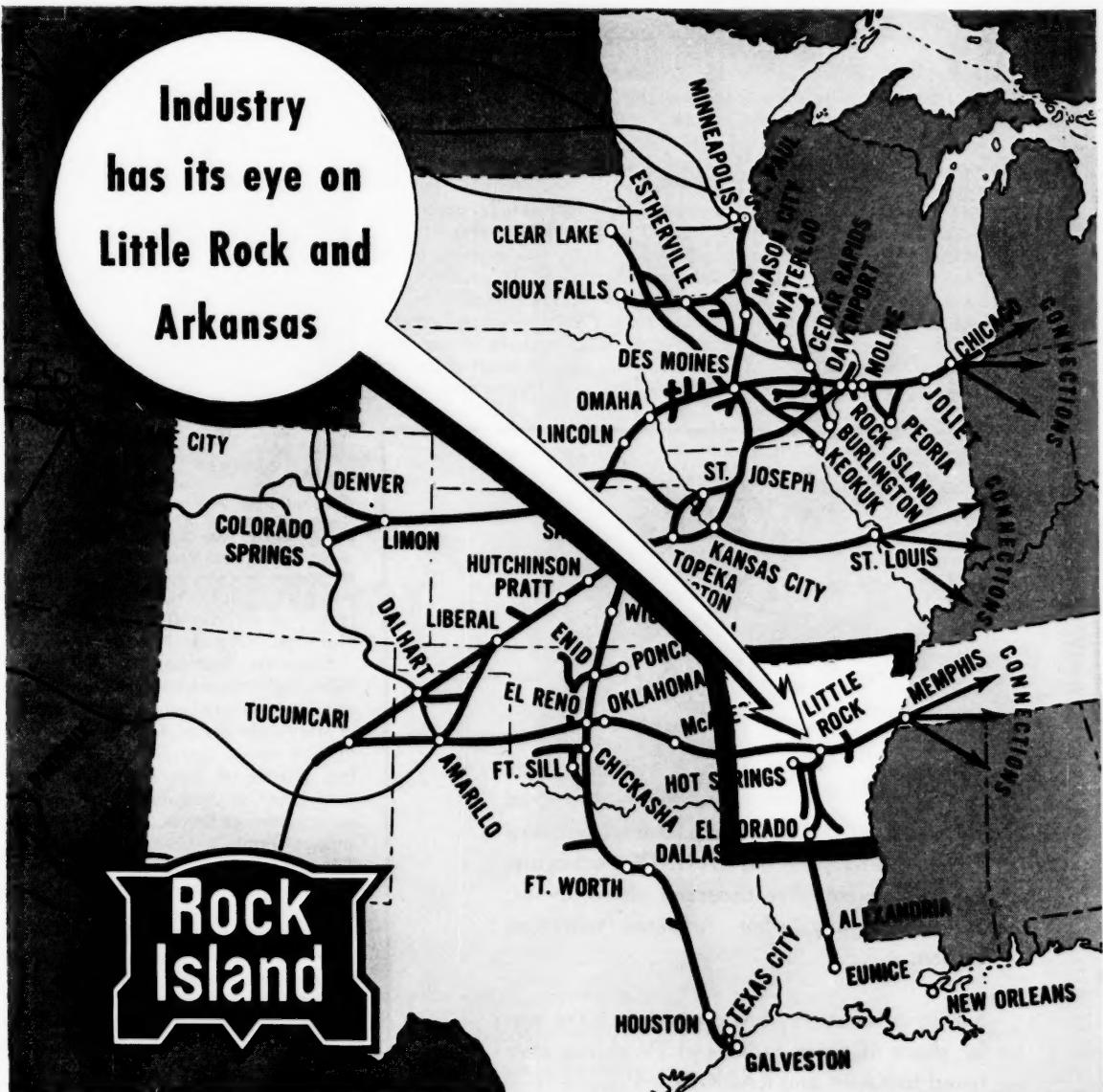
#### Planned Industrial Sites

Before the formation of the new planned industrial district, Little Rock was losing industrial prospects right and left. Even though there was much land surrounding the area that could possibly have been utilized by industry, for one reason or another most of it had been found to be unsatisfactory.

Discouraged by the number of firms that were shying away from the area, the Industrial Department of the Little Rock Chamber got busy. They conceived the idea of a planned industrial district and pushed it along until it could stand by itself through the creation of an independent development company.

Members of the group listened and acted upon the advice of individuals and firms that had developed similar type properties throughout the country. Keeping in mind the diversified type of

Industry  
has its eye on  
Little Rock and  
Arkansas



**Arkansas and the Rock Island Lines** are close "working partners"—Rock Island's 840 miles of trackage in the state is proof of that.

Note how this railroad plays a leading role in Arkansas transportation: East to Memphis. West to Oklahoma, Texas, Arizona and California. North from El Reno to Kansas City, the Twin Cities, Chicago; also to Colorado. South into Louisiana.

We have long recognized Arkansas' tremendous industrial potential. Little Rock is an excellent example. Manufacturers in ever increasing numbers are taking advantage of the truly exceptional opportunities that exist here.

*May we tell you what Little Rock or other Arkansas areas have to offer industry today?*

**L. B. Pritchett**, Vice President, Industrial Development  
**P. J. Schmidt**, General Industrial Agent  
 Room 1002, La Salle Street Station  
 Chicago 5, Illinois



Rock Island Lines' ROCKET FREIGHTS are a familiar sight in Little Rock and elsewhere in Arkansas. Are they working for you?

**ROCK ISLAND LINES** *The Road of Planned Progress*

## INDUSTRIAL LITTLE ROCK

industries that they ultimately hoped to attract, they carefully considered each of the sites, under consideration, and then they at last decided on the present position. It seemed to fit the needs of the most number of industries.

The one-square mile site is located about one and a half miles from the outskirts of town, and will be added onto as the property within the district is developed and sold. Uncleared land surrounding the area is now lying in valuable timberland.

Running alongside one flank of the district is the main line of the Missouri

Pacific which passes within less than one-quarter mile of the Northwest corner. On the other side of the District, one mile to the West, runs the Rock Island line. Both roads provide far-reaching trade opportunities for the district, which incidentally, represents a cool \$750,000 capital outlay.

One of the main selling points of the industrial district is its proximity to downtown Little Rock. Yet it is far enough out not to be bothered by traffic congestion. A short drive of ten minutes takes you into the heart of the city from the area, and a twelve minute ride



Lured to Little Rock by expanding markets, Hoerner Boxes, Inc. is building a new plant adjacent to the AMF unit. Here company officials, including Little Rock sales manager, C. V. Brengartner (extreme left) check construction progress.

puts you on the front steps of the Municipal Airport.

Since its founding in November, 1954, eight firms have purchased property in the District amounting to a total of sixty-eight acres. A quick run down the list shows that Hamlin Products, Inc. purchased five acres; Arkansas Louisiana Gas Company signed for two acres; Hoerner Boxes, Inc. bought 12.7 acres; Terminix Company purchased 2.4 acres; Thompson Hayward Chemicals bought two acres; Brown Packing Co. purchased 5.75 acres; Heim Brothers Packing Co. bought five acres; the largest land buyer was the AMF Cycle Company which bought 30 acres. The District includes 600 acres in all.

Since all of these purchases have been made in the Northwest portion of the district, this area contains at present the most improvements.

The sincerity of interest behind the developers of this district is that they reinvest their proceeds in additional land as soon as property is sold.

Currently, a 350-unit residential housing program is under construction on property adjoining the District. This, coupled with the fact that there are already several hundred people employed in the District, has led to serious conversation concerning the construction of a modern shopping center to be located in the middle of the District just off Sixty-fifth Street.

Jurisdiction over the flat and completely flood-free industrial area is held by the Pulaski County planning board, since the property is outside the city limits. This board has agreed to zone

## 28 YEARS OF SALES SUCCESS

For almost three decades, KARK has been serving and selling the more than two hundred thousand radio families in Central Arkansas. Two-and-a-half year old KARK-TV reaches one hundred seventy-five thousand video homes, more than any other Arkansas television station.

Survey after survey has proved that the major share of these radio and TV homes stay tuned to KARK and KARK-TV.

That's why advertisers who know Arkansas stations best always buy . . .

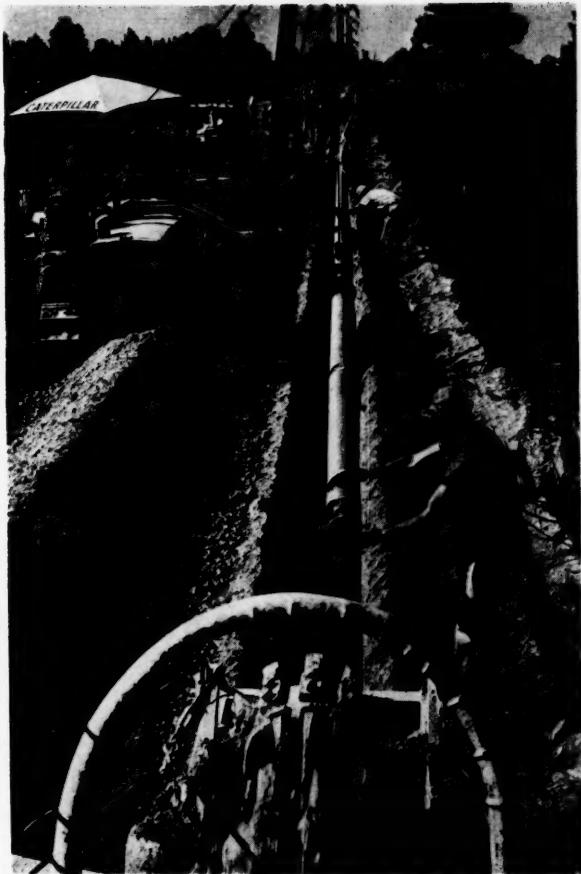
ARKANSAS' PREFERRED STATION

**KARK** amTV



in Little Rock

## **BUILDING AN INVITATION TO NEW INDUSTRY**



ALG is extending service to 10 more Arkansas towns via transmission lines like this one in Southeast Arkansas

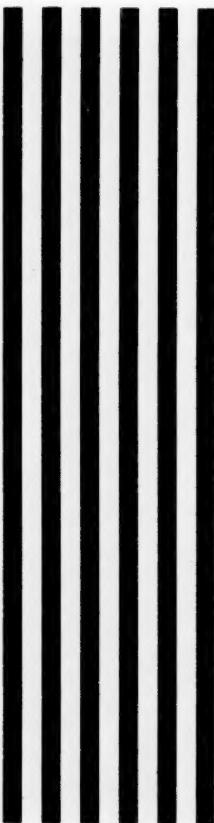
Extension of service to new areas is our calling card  
to prospective new industry in Arkansas . . . An invitation to new plants  
to locate in central and southern Arkansas.

And, since Natural Gas is the preferred fuel of Little Rock  
and Arkansas industry, we're now serving many plants that have  
moved into our area in the past few years.

We're constantly extending our lines to secure new gas  
supplies, assuring home and industry of adequate quantities for the future. . . .  
ALG . . . helping Little Rock and Arkansas grow by providing Natural Gas at low rates . . .  
far below the cost of any other industrial fuel in Arkansas!

# **ARKANSAS LOUISIANA GAS CO.**

**A home-owned industry serving 250,000 customers in Arkansas, Louisiana, Texas.**



# DICKMANN PICKENS BOND

CONSTRUCTION COMPANY  
GAZETTE BUILDING • LITTLE ROCK

INDUSTRIAL BUILDERS

The FIRST NATIONAL BANK In Little Rock



Is Your Open Door To Business and Banking in Arkansas

MEMBER: Federal Deposit Ins. Corp.

CAPITAL and SURPLUS \$2,000,000.00

1<sup>st</sup> NATIONAL BANK  
LITTLE ROCK

Friendliest Bank in Town

## LITTLE ROCK

all the land within the District for industrial use with the understanding that all builders will guarantee to construct permanent and attractive buildings. The Planning Board has also promised that residential construction will not encroach upon the area. Developers, who in all number 100 stockholders, have promised prospective companies that they will not allow an offensive industry to build a plant within the boundaries of the District.

The basic layout of the District was developed by Forrest and Cotton, the same engineering group that developed the Trinity Industrial District in Dallas, Texas. As a result, it can be truly said that the Little Rock District incorporates all of the better features of the Trinity District as well as many of the better features of similar undertakings all over the country.

Examples of far-sightedness employed by Little Rock developers is the railroad trackage which is in the rear of the buildings, as are all the power and telephone poles. Stringent restrictions have been set up in regards to minimum construction standards, set back requirements, open storage restrictions, a prescribed ratio of lot size to building size (3-1), total land to land occupied by a building and prohibition of on-street parking.

Another enticement for hold-outs is the fact that all utilities, as well as lead tracks, will be brought to the purchaser's property line without any cost to the purchaser.

### Community Characteristics

Executives of industries seeking possible sites for their plants in Little Rock will be pleased to discover that the town grew up in a civic way before it began growing up industrially.

This fact has been manifested in many ways. Among them are the 250-odd churches that teach all faiths and denominations, fourteen hospitals that contain 6,000 beds, and 98 public, elementary and secondary schools that have an enrollment of 42,764 pupils. Little Rock's Catholic schools have an enrollment of 2,000. There are two Parochial Academies and one Seminary included in this enrollment figure.

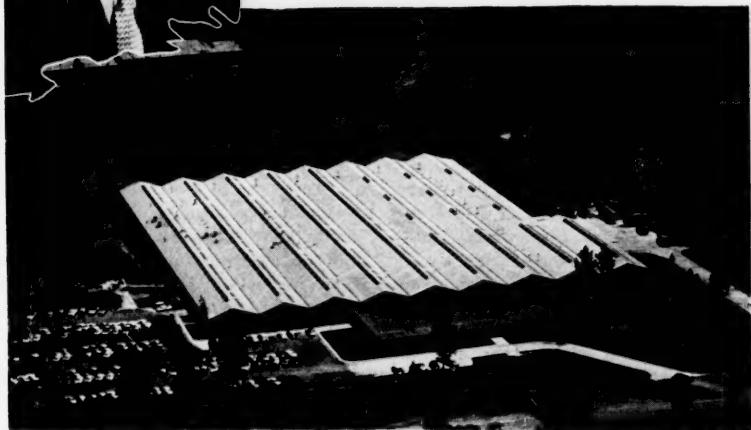
Little Rock's Junior College is rapidly moving toward a full four year status. Also located in Little Rock are the Arkansas Medical and Law schools.

Four four-year liberal arts colleges for colored students, one of which offers



"The availability of a site with everything supplied reduced our 'down time' appreciably when we moved to LITTLE ROCK. We're now making 1,500 bicycles a day and we're glad we came."

—Stanley C. Amren, Manager  
American Machine & Foundry Co.  
Little Rock, Arkansas



American Machine & Foundry Co. was the first national firm to take advantage of the scientifically engineered and designed 600-acre Little Rock Industrial District. (Since then, Hoerner Boxes, Inc. and 3 additional companies have plants under construction.)

## HERE'S WHY WE SELECTED LITTLE ROCK—

- ✓ Ample supply of productive labor.
- ✓ Proximity to Southwesterly moving center of markets.
- ✓ Superior transportation facilities.

## 600-Acre Site Planned for Industry To Serve Booming Southwest Markets

- Planned, engineered and zoned exclusively for manufacturing, warehousing and sales offices.
- 600 acres of high level land providing plots of any size.
- Served by three U. S. Highways, two trunk line railroads, over 30 truck lines, local bus service, and only minutes from air freight and passenger service.
- All utilities and paved streets provided without cost to the purchaser.
- Close in to the City of Little Rock but out of traffic congestion.
- Attractive, growing residential subdivisions immediately adjacent.
- Carefully restricted as to type of building and industry.

For further details write . . .

## INDUSTRIAL DEVELOPMENT COMPANY

CHAMBER OF COMMERCE BUILDING  
LITTLE ROCK, ARKANSAS

## INDUSTRIAL LITTLE ROCK

graduate study, along with one Junior Negro College round out the educational scheme of things.

Recently a U. S. District judge ruled that it would not interfere with the wishes of the Little Rock school District in their plans for "an effective and gradual" integration of the races in the school system. So, the status of these Negro schools is left somewhat in question at press time. At present, none of Little Rock's schools are integrated. Twenty-four percent of the population is colored. It is significant that racial tension has been lower here than in most sections of the South.

Two top-rung newspapers, *The Arkansas Gazette* and the *Arkansas Democrat* are daily publications that enjoy a combined readership of 200,000. Another paper that has a large circulation in Little Rock is a bi-weekly called, *The North Little Rock Times*. The *Jacksonville News-Progress* and the *Little Rock Air Force Base News* are well-edited weeklies.

Radio stations as well as television channels are at a premium in Little Rock. On the radio side, there are stations KARK, KGHI, KLRA, KTHS, KLVC, KOKY and KXLR. Little Rock's three television stations are: KARK-TV, KATV and KTHV.

Conventioning groups in Little Rock find the "City of Roses" an excellent spot to hold a convention. Twenty hotels dot the city, with another thirty motels spotted along the six U. S. highways that serve the city. The combined number of hotel rooms number 1,993 and the total number of motel accommodations is in the neighborhood of 699. This gives the city a combined total of 2,692 accommodations.

### Safest in Nation?

Industrial developers in the Little Rock area lay claim to the safest sites in the Nation from the viewpoint of security against enemy attack. It is argued that major dangers lie in intercontinental missiles fired across the North Pole or from missiles launched from submarines off shore. In any event, Little Rock is well removed from first targets and would enjoy a maximum time interval for interception of enemy raiders. Hence, vital defense industries may give this area closer scrutiny in the future.

Outside of the libraries contained in eleven institutions of higher learning and churches, the city has four public libraries plus their well-stocked branches that serve the residential districts. These book shelves offer Little Rockians books of a general theme as well as those of a highly technical nature.

For music lovers, the Public Library offers the added service of collecting classical records for its patrons. "Music hours" are held regularly for persons who wish to hear fine classical records in a refined atmosphere. The library is also the scene of numerous art shows held throughout the year.

One of the most popular events of the year in Little Rock is the Arkansas Livestock Show which is held in their city each year. Some say that it is beginning to steal a lot of thunder away from Memphis' Cotton Carnival. The

group sponsoring the Livestock Show is completely self-sufficient, owning its own buildings and rodeo arena. The idea for the Show was that of Lion Oil Company's Board Chairman, Colonel T. H. Barton, who has served as president of the Livestock Association since its inception, save for one year.

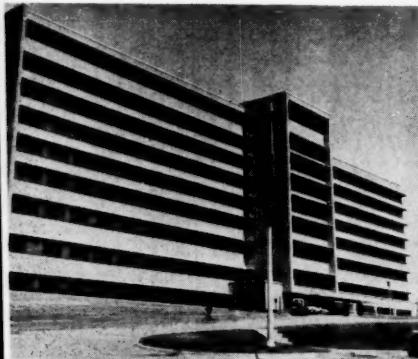
Little Rock has an abundance of parks within its borders. Six parks with a total of 1,550 acres, features a Municipal zoo, swimming pools, golf courses, tennis courts, bridle paths, picnic and barbecue grounds, ball parks and children's playground facilities.

A museum of Fine Arts and a Museum of Natural History are both located in MacArthur Park, the birthplace of General Douglas MacArthur.

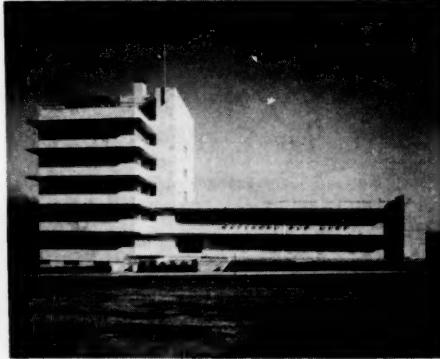
The community of Little Rock is proud of its long history and has taken steps to preserve as much of the past as possible. Heading the list of places that native Little Rock citizens show visitors, is the little group of buildings in the Territorial Restoration Center, Third and Cumberland Streets. It was in one of these buildings located in the Restoration Center that the last Territorial Legislature met in October, 1835.

In their efforts to preserve the past, Little Rock citizens have restored these buildings to all their Colonial simplicity. Even the hurricane lamps and the "petticoat mirrors" in the homes have been saved. "Juniors" diminutive cradle may be seen in its accustomed place, next to a massive, canopied, four-poster bed.

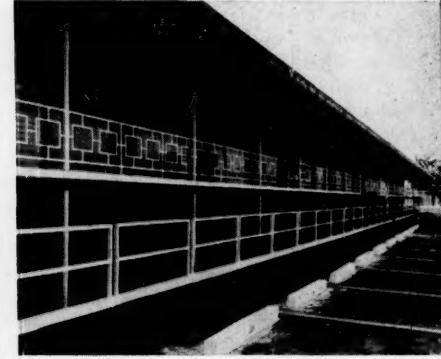
Also located in the group of buildings is the home of William Woodruff, the famous Little Rock newspaperman. Many years ago, Woodruff brought a "shirt-tail" full of type and a Wash-



This beautiful new 400 bed General Hospital was opened in Little Rock just one year ago by the Catholic Sisters of Charity of Nazareth.



Another impressive recent addition to the Little Rock skyline is this home office of National Old Line Life Insurance Company. It faces the State Capitol.



This Howard Johnson Motor Lodge was opened in Little Rock only a few weeks ago. Significantly, the famed Howard Johnson chain selected Little Rock for its first such venture.

## LITTLE ROCK

ton hand-press to Little Rock and founded the Arkansas Gazette. This is the oldest paper in continuous publication west of the Mississippi River. The print shop is still preserved intact, but Little Rock's two present-day dailies have taken over the functional task of supplying the news to Greater Little Rock's 241,000 citizens.

Other indications that Little Rock people respect the past—although they do not worship it—is evident in the many hours of hard work that went into the restoration of Arkansas' first State Capitol building, now the War Memorial Building. Built in 1824 by Jesse Henderliter, it is considered to be the most distinguished structure in the State and an almost unrivaled example of Greek revival architecture.

Another visiting spot for the tourist to Little Rock is the present capitol building, which incidentally, is an exact replica of the capitol at Washington. The building, which was completed in 1916, cost the state \$5 million, but all the citizens believe that it is worth every nickel of it.

Adding to the charm of the structure is the forty-two acres of beautifully landscaped grounds that form a high knoll overlooking the city. Around Christmas time, when elaborate decorations are installed, the Capitol presents an inspiring sight and requests have been received from all over the country for photographs.

Little Rock citizens have a hearty interest in the welfare of their youth, and provide plenty of facilities for their pleasure and development. Among these facilities are the Boy's Club, YMCA,



Adding to Little Rock's prestige as a medical center is this \$9 million facility occupied in June by the University of Arkansas Schools of Medicine, Nursing and Pharmacy.

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## INDUSTRIAL LITTLE ROCK

YWCA, Boy and Girl Scout troops, Lamar Porter Field, dedicated to Little Rock youth, is the scene of a broad program of supervised athletic activity.

These facts, combined with Little Rock's marvelous climate make the city very appealing to prospective industrialists in search of a site. Chamber of Commerce personnel proudly advertise the fact that the city has a comfortable 79.9 degree average summer temperature, with an annual mean temperature of 62.3 degrees. The city gets an annual rainfall of 47.72 inches, in spite of the sun shining 62 percent of each year. The annual average snowfall is 1 inch and the relative humidity is 66 percent.

The business section of Little Rock is located 286 feet above sea level, while the residential sections are slightly higher at 600 feet. A prevailing wind, blowing out of the South at 7.5 miles an hour, acts to cool the city in the summer.

For the industrialist with a yen for the outdoor aspects of Little Rock, the scenic beauty of the city and that which is within easy driving distance, would be hard to rival anywhere. The area surrounding Little Rock has scores of small streams and lakes and the plateau section is noted for many springs. Man-made lakes of major proportions have been created by the installation of flood control or power dams at Norfolk, Bull Shoals, Blue Mountain, Nimrod, Catherine-Hamilton, and The Narrows.

A chief selling factor of the Little Rock area is the proximity of majestic woodlands which cover more than half the State. A year-round vacation paradise will become a high asset of the natural resources of the area, and will no doubt figure in many companies locating in Little Rock. The State, as a whole, outranks all others in the number of miles of fishable lakes and streams, and its rice lands of the Grand Prairie is famed throughout the Nation as a fine duck hunting region.

There are six state parks in addition to the oldest national park and two national forest areas. The area is dotted with waterfalls, strange rock formations and underground caverns and rivers.

For the motion picture fan, Little Rock has a total of 23 motion pictures, seven of them drive-ins. There are also skating rinks, bowling alleys, miniature golf courses, night clubs, fine restaurants (including those specializing in Mexican, Italian, and Chinese foods), and six Country Clubs are conveniently located in the area.



Key men on Little Rock's alert Industrial Development Team are (left to right) Sam Strauss—President, Pfeifers of Arkansas and long time member of the Chamber of Commerce's Industrial Committee; Jack Pickens—Vice President, Dickmann-Pickens-Bond Construction Co. and Vice President, Industrial Development Co.; Everett Tucker—Manager of the Chamber of Commerce's Industrial Department and Executive Director of the Industrial Development Co.; R. A. Lile, who heads his own accounting firm, is President of the Industrial Development Co. and is also a member of the Little Rock School Board.

### The Development Team

The Industrialization of the Little Rock area is being promoted by a development team that is as aggressive as may be found anywhere in the nation. In recent years local leaders have organized a group that has made significant progress.

Spearheading the effort here is the Little Rock Chamber of Commerce through its Industrial Department, headed by veteran Everett Tucker. Tucker in turn is supported by an enthusiastic industrial committee, which includes top-level businessmen of the area.

It has been this Chamber of Commerce group which has sparked the development of the new industrial district and it has set up necessary arrangements for handling plant financing and other essential programs. Certainly, the future progress of Little Rock will depend upon the continued success of these alert businessmen.

But, despite the dominant position occupied by the Chamber of Commerce, it is clear that a harmonious working relationship exists between the Chamber and development groups working at other levels. As the state capitol, Little Rock is also the headquarters for a variety of state-level programs.

These include the Arkansas Industrial Development Commission, of which financier Winthrop Rockefeller is Chairman, and of which William P. Rock is Director. There is also situated here the Arkansas Economic Council—State Chamber of Commerce



An impressive recent addition to Little Rock's business community is financier Winthrop Rockefeller, who lives on and operates a cattle ranch at nearby Morrilton. Rockefeller has been active in pushing industrial development throughout the area.

## LITTLE ROCK

headed by personable Frank Cantrell.

Moreover, local developers now enjoy the support of the University of Arkansas industrial research center set up here last year. This group conducts a research program aimed specifically at industrial development problems and opportunities.

More recently, the business leadership of Little Rock, acting through the Chamber of Commerce and its Industrial Department, has taken a long step in eliminating the only missing link in its industrial development program. As an outgrowth of the Chamber's New Industries Committee, there has recently been formed a new corporation — "Metropolitan Industrial Development Corporation of Little Rock," called "MIDCO" for short, which should soon be in a position to finance new buildings or the expansion of existing ones, for well-rated manufacturing concerns.

Incorporated under the provisions of Act 404 of the 1955 Arkansas Legislature, the company will undertake the raising of a substantial amount of equity capital from business firms in Arkansas' capital city.

### Recommended Reading

To the industrialist who wants to explore some of the finer points of the Little Rock area, the following list of books and pamphlets will prove invaluable:

The following may be obtained from the Little Rock Chamber of Commerce, 115 West 6th Street, Little Rock, Arkansas:

Economic Data, August 1956, 7 pp.

Fact Folder — Metropolitan Little Rock, August 1956, 21 pp.

Manufacturer's Directory — Metropolitan Little Rock, August 1956, 21 pp.

Typical Manufacturing Wage Rates, Little Rock, Arkansas, July 1956, 1 p.

Little Rock's Advantages for Manufacturing, May 1956, 6 pp.

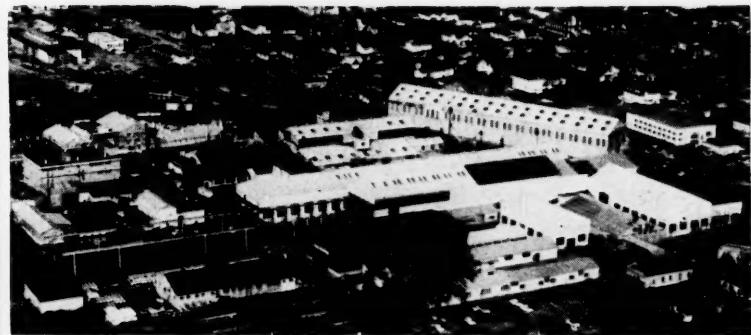
Prospectus — Little Rock Industrial District, March 1956, 11 pp.

Those listed below were compiled by the University of Arkansas Industrial Research and Extension Center:

Tax Differentials in the Southern States, 1954, 14 pp.

Summary of State and Local Taxes, February 1956, 8 pp.

Arkansas Taxation — Summary for Industry, 1956, 3 pp.



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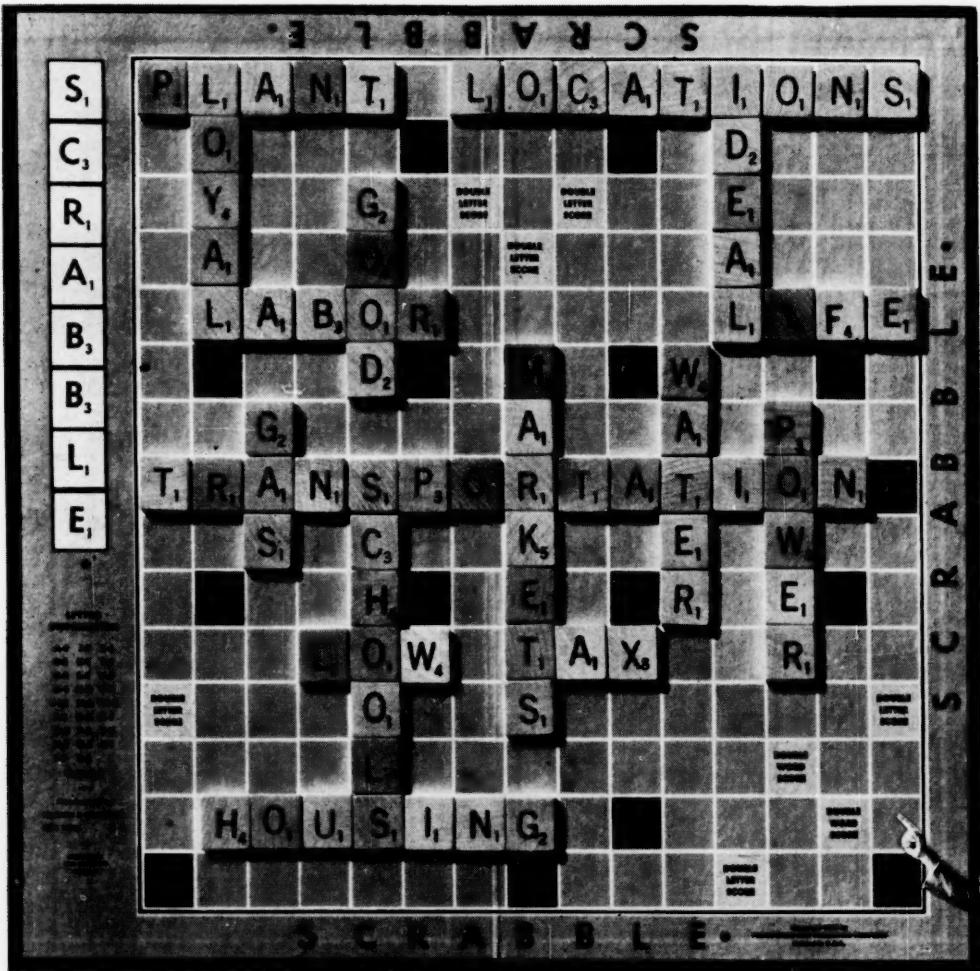
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EVERETT TUCKER, JR.  
Industrial Director

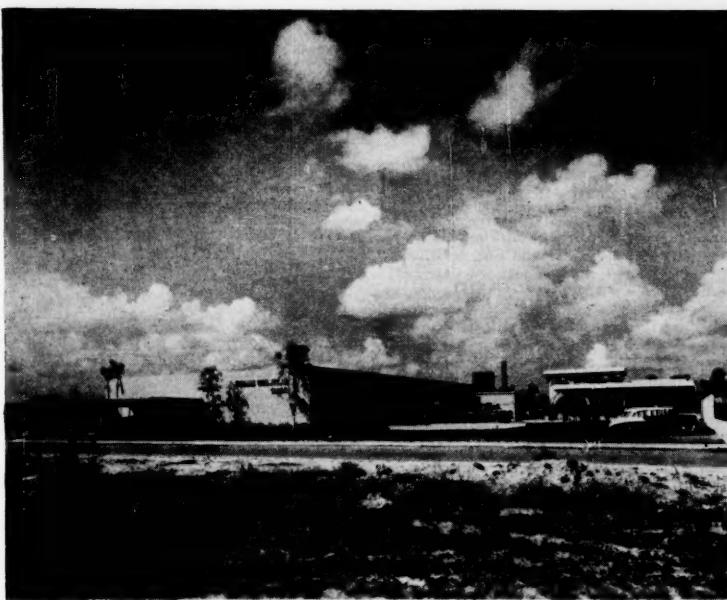
*Let us give you complete factual information*



*Little Rock*  
**CHAMBER of COMMERCE**

115 WEST 6TH STREET, LITTLE ROCK, ARKANSAS

## INDUSTRIAL PROGRESS



Newly built plant of the Tremm Chemical Corporation located in North Miami, Florida. The concrete block structure occupies 21,415 square feet of floor space and is set in a tract of 80,000 square feet of land. The facility is engaged in the production of sodium hypochlorites for both household and commercial use.

### PROGRESS NOTES

► ANDERSON, S. C. Owens-Corning Fiberglas is expanding its fabricating and textile processing plant here by 50 percent according to company officials. They expect to have the new facilities completed by 1957.

► LAKE CHARLES, LA. Firestone Tire & Rubber Company's current expansion program is expected to boost its synthetic rubber capacity here by 27 percent. The move will up yearly capacities to 190,000 long tons, including oil extension facilities. The expansion is expected to be completed around December of 1956.

► LOUISVILLE. Most of the assets of the American Creosoting Company here have been purchased by the Union Bag-Camp Paper Corporation.

► HOT SPRINGS, ARK. A subsidiary of the National Invention Enterprises, Mountain Valley Mining & Coring Company, is building a silicon dioxide processing plant near here. It's reported that when in operation the plant will process silica sand said to be 99.9 percent pure.

► CUMBERLAND, MD. Celanese Corporation will expand its Arnel synthetic fiber plants here and at Rock Hill, S. C. A two-year stand-by bank credit of \$35 million has been arranged.

► MOUNT PLEASANT, TENN. Victor Chemical Works is planning to build an 18,000 ton a year elemental phosphorus furnace here.

► BURLINGTON, N. C. Announcement has recently been made that the Cerlist Diesel Corporation will open an assembly plant

here during the early part of 1957. The Burlington chartered company has already sold stock amounting to more than \$1.2 million. The plant will have an initial employment of around 100 persons.

► PENSACOLA, FLA. J. E. Trainer, executive vice president of the Firestone Tire & Rubber Company, delivered the principal address in a ceremony held for the employees of Chemstrand Corporation's nylon plant here.

The Chemstrand Corporation was celebrating one year's work, 8,476,154 man-hours, with a lost time injury.

► PENSACOLA, FLA. The new corporate name and the location of permanent offices for Escambia Bay Chemical Corporation were announced recently by R. U. Haslanger, president. The corporation discontinued the use of the word "Bay" in its official title today to become Escambia Chemical Corporation.

► WEST PALM BEACH. The engineering firm of Gee and Johnson, here has been engaged by the Florida Ship Canal Authority to make a survey of the potential traffic of the proposed trans-Florida barge canal. The inland waterway would link the St. Johns River at Palatka with the Gulf of Mexico north of Crystal River. It is proposed to link the waterway with Tampa Bay to the south and with the Gulf Intracoastal Waterway.

► PALATKA, FLA. The Hudson Pulp and Paper Company will pay half the cost of building a barge canal on which it will erect a \$25 million newsprint mill. The new waterway will connect with the St. Johns River navigation channel near here. The new mill will barge its fuel, pulpwood and products.

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## INDUSTRIAL PROGRESS

### New Plant Summary

The following is a summary of major industrial plants reported to the RECORD during the month of August, 1956. This information has been checked with the Southern Association of Science and Industry and various state development agencies.

Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

#### ALABAMA

Florence—National Pool Equipment Co., \$500,000.

#### ARKANSAS

El Dorado—Pre-Stressed Concrete Co., Inc., Charles T. Tunc, Pres., concrete forms, \$100,000.

Eunice—Texas Gas Exploration Corp., natural gas cycling plant, \$6 million.

Helena—Mitchell Insecticide Co. (Fairfax, S. C.), insecticides.

Marked Tree—Mart Manufacturing Co. (subs. Belmont Shirt Co., New York), shirts, (D).

#### FLORIDA

Crescent City—Crescent City Tool and Die Co., machine tools and dies, (B).

Lakeland—Yogurt Master Co., dairy processing, (B).

Lake Wales—Lake Wales Cabinet Co., kitchen cabinets, (B).

Miami—Mac Bell Novelty Co., embroideries and trims for ladies' apparel, (B).

Nichols—Kaiser Aluminum and Chemical Corp. (Oakland, Calif.), will extract chemicals from phosphate wastes, \$1 million.

North Miami Beach—James Steel and Tube, metal fabrication, (B).

Orlando—Glenn L. Martin Co., electronics, nucleonics, missiles and aircraft.

Palm Beach County—Pratt and Whitney Aircraft Div. (United Aircraft Corp., East Hartford, Conn.), W. A. Parkins, General Manager, jet aircraft, \$40 million, (E).

Pompano Beach—Swift and Co., fertilizer.

St. Petersburg area—Lockheed Aircraft Corp., aeronautical engineering, (D).

#### GEORGIA

Atlanta—Borden Co., East Point Empire Industrial District, Chester R. LaBudde in charge of operations, biscuits, (C).

Mt. Zion—Roy Sewell Mfg. Co. (Bremen, Ga.), Roy Sewell, Pres., pants, in operation, (B).

#### KENTUCKY

Bowling Green—L. F. Strassherrn, brush blocks, \$250,000.

Clay—Southern Indiana Wholesalers, Inc., furniture, (B).

Franklin—Potter and Brumfield (Sub. American Machine & Foundry), electrical relays, (C).

London—Woodward and Associates, landing gears.

Owingsville—Bath County Milling Co., feeds.

Paris—Park-Barnes of Kentucky, Inc., plant foods, \$60,000, (B).

#### LOUISIANA

Baton Rouge—Ethyl Corp. (100 Park Ave., N. Y. 17), vinyl chloride monomer, to be built adjacent to present plant. Completion est. 1957. \$multi-million.

Bogalusa—Gaylord Container Corp., Vertoress Young, Pres., multi-wall bags, to be built near present unit. Construction to begin December, 1956 with completion est. late 1958. \$20 million.

Harvey—Plastic Applicators, Inc., Plastic cap-baked-on coatings for oil field tubular goods, in operation.

Haynesville—Edmont Manufacturing Co. (Coshocton, Ohio), work gloves, \$125,000, (B).

Monroe—Delta Carton Corp., Louis T. Hall, Jr., Pres., cartons, in operation.

#### MARYLAND

Baltimore—Dibbs Aluminum Products of Baltimore, Inc., 611-613 South Monroe St., jalousies.

Baltimore—Heil Equipment Co., 1700 Cherry Hill Road, (Washington, D. C.), trucks and truck bodies.

Baltimore—Hughes Carton Co., Inc., 1101 East 25th St., James E. Hughes, Pres., paper boxes.

#### NORTH CAROLINA

Aberdeen—Kern Williams Lumber Co., lumber and wood products, (B).

Charlotte—Joseph T. Ryerson & Son, Inc., (Chicago 80), fabricated metals, (B).

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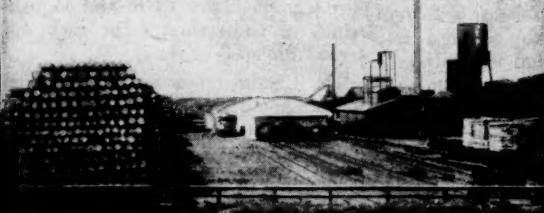
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## RESEARCH

Concord—Craftsmen Finishers, Inc., textile mill products. (C).  
 Jefferson—Appalachian Sulphides, Inc., copper concentrate. (B).  
 Middlesex—Superior Manufacturing Co., apparel. (B).

### OKLAHOMA

Pawnee—Anderson Gunstock Co., gunstocks, table legs. In operation.

### SOUTH CAROLINA

Greenville—Southern Mining Co.  
 Rock Hill—Dickerson Ink Co.  
 Spartanburg—Continental Diamond Fibre Div.  
 Spartanburg—Laminated Machine Parts Co.  
 Spartanburg—Spartan Paint Co.

### TENNESSEE

Chattanooga—Daugherty Sign Co., 521 Broad St., Jeff Daugherty, Pres., silk screening processes, commercial signs.

Cookeville—Knox Plating Co., Madison Ave. (Knoxville, Tenn.), plating.

Huntland—Lyon, Inc. (Detroit, Mich.), buffing wheels. \$125,000. (C).

Nashville—Better-Bilt Aluminum Products Co., 614 8th Ave., S., aluminum windows, doors. \$50,000. (B).

Nashville—Capitol Tool & Die Co., Inc., 315 Howerton St., W. M. Stinnett, Pres. In operation.

Newport—Helical Tube Corp. (Grand Rapids, Mich.), W. H. McMinn, Pres., steel tubing. Operation est. to begin late 1956. (C).

Springfield—Murray Mfg. Co., Ernest Murray, Pres., sofas and chairs. (B).

### TEXAS

Arlington—Air Reduction Co., Inc., oxygen for industrial use. \$750,000.

Dallas—Minnesota Paint Co. (Minneapolis), paints.

Rosenberg—Michigan Seamless Tube Co. (Lyon, Michigan), tubes for chemical and refining industries. \$1 million.

### VIRGINIA

Petersburg—M. M. Bernstein and Sons, 15 N. Union St. (Easton, Pa.), Barre Bernstein, Pres., lingerie. In operation August, 1956. (C).



## Governor Griffin Allocates \$5 Million For Univ. of Georgia Science Center

ATLANTA. A \$5 million grant by Governor Marvin Griffin gives the University of Georgia \$8.6 million of the \$10 million needed to build a huge science center on the Athens campus.

University President, O. C. Adendorff has said that all bids should be negotiated by the end of this year, and he hopes the center will be completed by December, 1958.

When completed the center will enable the University to coordinate its total science program, both basic and applied.

One of the buildings in the proposed science center has been designated for "nuclear storage" and apparently will serve for research projects of other departments, such as physics and animal husbandry. Other buildings will house the chemistry department, the biological sciences, food technology, animal husbandry and physics. Still another building will serve jointly the departments of mathematics, geography and geology.

## Auburn Gets AEC Nod For 5,500 Pound Uranium Loan

WASHINGTON. The Atomic Energy Commission announced approval of a loan of 5,500 pounds of natural uranium metal, plus a neutron source, to the Alabama Polytechnic Institute, Auburn, Alabama. The uranium will be used in a subcritical assembly for the training of nuclear engineers.

The subcritical assembly consists of an arrangement of uranium rods in a moderator such as graphite or ordinary water. When the neutron source is introduced, nuclear fission is produced, but the reaction cannot be sustained without the presence of the neutron source.

The facility requires no unusual safety controls, expensive shielding or heat removal equipment and may be used for many laboratory exercises in nuclear engineering training.

This brings to six the number of loans of this type to non-profit educational institutions. Previous recipients are New York University, New York City; University of Florida, Gainesville, Florida; Virginia Polytechnic Institute, Blacksburg, Virginia; Massa-

chusetts Institute of Technology, Cambridge, Massachusetts, and the City College, New York City.

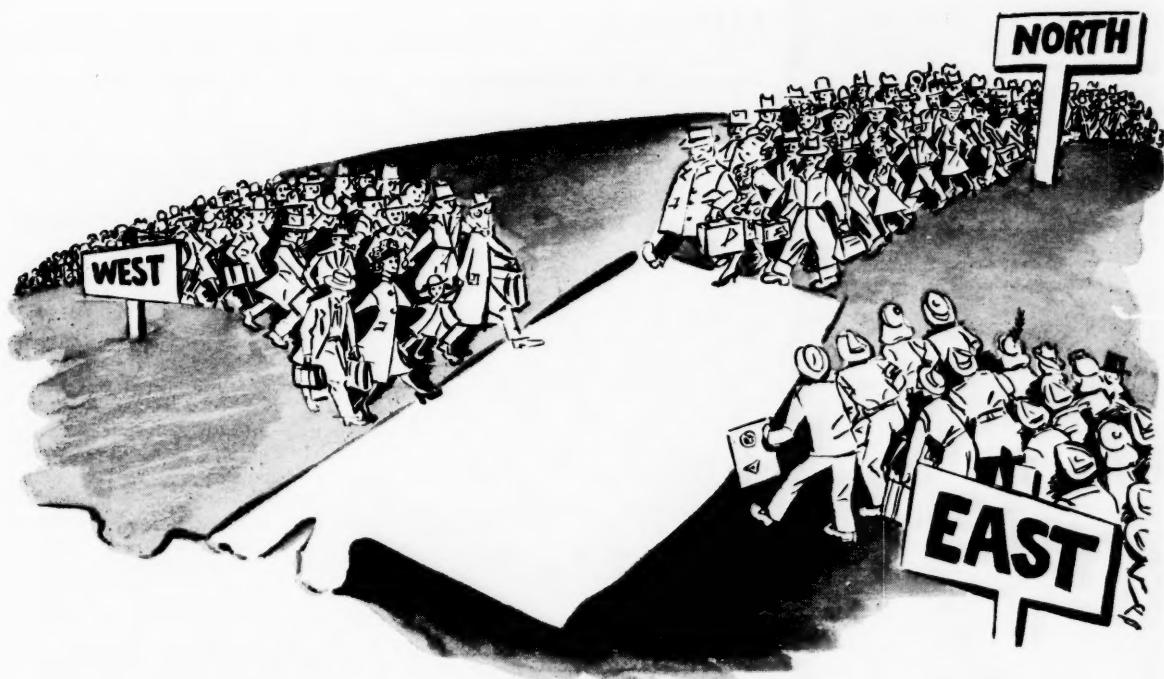
The Commission for some time has been supplying certain materials for these assemblies without a use-charge being made, subject to the availability of the material and to a determination that such loans will result in a net advantage to the Commission's program to assist in alleviating the current shortage of nuclear scientists and engineers.

## Fats and Oils Research To Aid Candy Lovers

NEW ORLEANS. Candy-lovers of the nation are expected to benefit through a new research project on confectioners' fats recently initiated at the Southern Utilization Research Branch of the Agricultural Research Service, USDA. The project is to be carried out cooperatively under a research fellowship financed by the National Confectioners' Association.

Dr. Werner Landmann, a chemist with a number of years experience in research on fats and oils in Paraguay and the United States, has been appointed to undertake the studies. He will investigate the properties of fats and oils as to their behavior in candies, how they are affected by combination with other ingredients and by methods of processing and handling, such as heating and tempering. He will also obtain information which may be useful in developing new forms of fats and oils "tailored" through chemistry to fit the requirements of confectioners for such materials for specific uses.

Dr. Landmann is not a newcomer to the Southern Utilization Research Branch, as he spent 1953 in the Southern Laboratory at New Orleans as a trainee under the Point IV program from Paraguay. Prior to that time he worked for ten years as a chemist and refinery superintendent for one of the largest producers of fats and oils in that country. Since October, 1954, he has worked for Marco Chemical Co., in Ft. Worth and Houston. He is a graduate of the National University of Asuncion, in Paraguay, with degrees in pharmacy and chemistry.



## All Roads Lead to Alabama As a Site for New Industry

*Here's  
Why*

More and more industries from across the country, learning of production advantages in Alabama, are following the leaders in locating plants in the state. These companies "Make it South" and sell it South, North, East and West.

Rich in natural resources in both raw or semi-finished form; offering an adequate supply of intelligent, easily trained labor; blessed with abundant fresh water and located in the center of the nation's fastest growing Southern market, Alabama is an ideal location for manufacturing or distributing operations.

Our Industrial Development Department will gladly supply information relating to locations suitable for your business. There is no obligation. Correspondence and conversations are held in strict confidence.



*Alabama Power Company*

*Helping Develop Alabama  
Birmingham 2, Ala.*

## RESEARCH

### Tennessee Firms Explore Slag As Sand Substitute

KNOXVILLE. Two Tennessee industries have given \$1,000 each to aid University of Tennessee research into the possible use of slag as a substitute for sand in state highway pavements.

This is one of the newest projects of the Tennessee Highway Research Program, which is trying to find an answer to the problem that, in many sections of the state, sand is nonexistent, expensive, or unsuitable for pavements. Slag is abundant as a by-product in the smelting of phosphate rock for fertilizer and other purposes.

The \$1,000 gifts, from Monsanto Chemical Co. and the Columbia Slag Co., both of Maury County, will allow the inclusion of these companies' "native" slag in the study, according to U-T's E. A. Whitehurst, director of the program. U-T started its research with a two-ton shipment from TVA's Wilson Dam in northern Alabama.

Limited trials in other states have indicated that the cinder-like by-product offers promise as a sand substitute, Whitehurst said.

### AEC Awards Contracts To Six Southern Groups

WASHINGTON, D. C. Award of six unclassified physical research contracts to universities and private research institutions in the South was announced recently by the U.S. Atomic Energy Commission.

The contracts, which generally were for a term of one year, were let as a part of the Commission's continuing policy of utilizing private research laboratories in conducting research related to atomic energy.

Contract proposals are usually reviewed by scientists who are well acquainted with the field of the proposed research and its relevance to the atomic energy program. Their reviews are taken into consideration by the Commission's Division of Research before a decision is made whether or not to accept the proposal. The contracts are negotiated and administered by the Commission's Operations Offices.

Generally, the institutions participate with the Commission in defraying the costs of the research. The institution

contributes the funds and services which it normally devotes to work in that field, and the Commission provides additional assistance to permit the work to proceed more rapidly or with an expanded scope.

The contracts awarded are as follows:

University of Maryland, E. R. Lip-  
pincott, \$9,500 (Raman Spectra of  
Colored and Absorbing Substances);  
Edward A. Mason, \$12,986 (Thermal  
Diffusion in Gases); University of Ar-  
kansas, T. C. Hoering and P. K. Ku-  
roda, \$26,861 (Nuclear Geochemis-  
try); Florida State University, R. E.  
Johnson, \$4,578 (Exchange between  
Labelled Halogens and Certain Inor-  
ganic Halides); R. H. Johnson, \$5,315  
(Radiation Induced Effects in Hetero-  
geneous Organic Systems); University  
of Oklahoma, J. Rud Nielsen, \$7,277  
(Spectroscopic Properties of Fluorocar-  
bons and Fluorinated Hydrocarbons).

### Agriculture Dept. Opens Sewanee Research Center

CHATTANOOGA. The United States Department of Agriculture will open a new forest research center in Sewanee, Tennessee, this fall in co-operation with the University of the South. The center will be one of several branches of the Forest Service's Southern Forest Experiment Station, New Orleans, but it will be augmented and strengthened by access to the university forest, library and laboratories, as well as by the availability of faculty members with special skills and knowledge.

### Oak Ridge Asks Firms For '57 Magnesium Supply

OAK RIDGE. The Atomic Energy Commission's Oak Ridge Operations has asked industrial firms to submit proposals for supplying the Commission with 2,000 to 3,500 tons of magnesium during the one-year period beginning July 1, 1957.

The Commission is prepared to place a firm order for 2,000 tons of magnesium with an option to purchase additional quantities up to a maximum of 3,500 ton during the one-year period. An attempt will be made to schedule deliveries at a uniform monthly rate in order to permit the manufacturer to operate on a steady state production schedule. Proposals may be submitted for either ingot or ground magnesium, or both.

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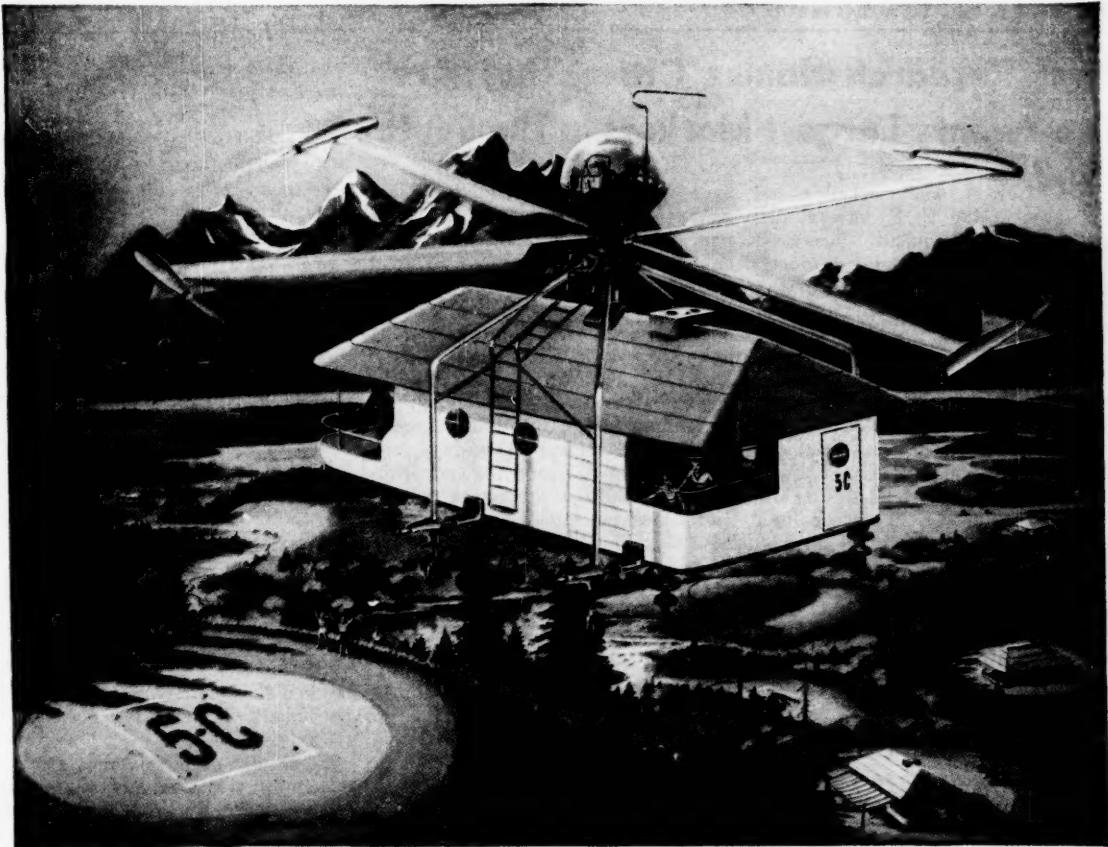
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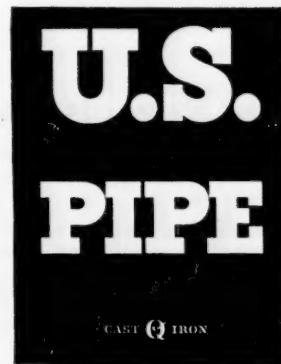
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## First Research Names Cities That Are The Twenty Largest Markets In The South

MIAMI, FLA. The marketing and sales eyes of the U. S. have turned more and more frequently since 1950 to the South in its changing economy. As is true in the rest of the country a) the purchasing power of southern consumers has risen; b) their number has increased sharply, and c) the greatest increases have been in urban areas.

In the eleven-state South (south of Washington and east of Texas), there are, according to First Research Corporation here, some 20 metropolitan market areas each with retail sales of

over \$100 million annually. These markets are listed below with their population changes since 1940. The annual retail sales of these 20 areas is nearly \$9 billion annually. Four of them because of population growth, are adding over \$20 million annually to their gross retail volume (Miami, Tampa-St. Petersburg, Norfolk-Portsmouth and Atlanta), while five of them are adding over \$10 million annually to this retail volume (Augusta, Louisville, Memphis, Jacksonville and Birmingham). The first ten areas ranked, contributed more than \$6.5 billion to the \$9.0 billion total.

equipment as one of its products, is the first plant of its type in Texas to be completely air conditioned.

The 850 ton air conditioning system manufactured by Carrier Corporation provides the daily cooling equivalent of thirteen railroad box cars loaded with ice.

The Carrier executive stated that about 130,000 Texas residents currently have year-round home comfort. They live in 35,000 completely air conditioned homes, with approximately another 10,000 central home installations to be added yet this year.

Mr. Bynum went on to say that from the birth of air conditioning, 54 years ago, the industry has grown to a point where total retail sales this year will be in excess of \$3 billion.

### \$32 Billion Spent For Research In Past Decade

BELLEAIR, FLA. "If necessity is the mother of invention, research must be its father," an expert ventured here recently.

Some 400 of the nation's top producers of scientific and engineering "tools" heard Henry F. Dever, president of the Scientific Apparatus Makers Association, characterize the Twentieth Century as "an age dependent upon technology and science; an age in which the five-cent tube has given way to electronic equipment worth thousands; and an age in which the lone inventor has been supplanted by teams of talented scientists, engineers and researchers."

Keynoting the opening business session of the Association's 38th annual meeting at Belleair, Fla., Dever, who is also president of the Brown Instruments Division of Minneapolis-Honeywell Regulator Company, Philadelphia, said that during the past decade research spending in the United States has totaled some \$32 billion (including 1955's \$4.5 billion contribution) compared to the \$10 billion invested in all the years from Colonial days through the end of World War II. Today, he said, more money is spent on one year's applied research than was spent in all the years prior to World War I.

With an estimated \$6 to \$7 billion slated for research and development by 1965, and some \$16 billion predicted for industry by 1975, Dever saw a bullish market for the producers of scientific and industrial instruments.

POPULATION TRENDS IN THE TWENTY LARGEST MARKETS IN THE SOUTH AS OF 1-1-56  
(000 Omitted)

Metropolitan Area	1940	1950	1955	Projected Population
New Orleans	495	700	785	868
Atlanta	442	664	775	903
Miami	251	495	730	960
Louisville, Kentucky	434	574	645	712
Birmingham, Alabama	408	554	620	687
Memphis, Tennessee	332	480	540	605
Tampa-St. Petersburg, Florida	210	406	535	666
Norfolk-Portsmouth, Virginia	330	410	530	648
Jacksonville, Florida	196	294	375	459
Richmond, Virginia	246	327	370	412
Knoxville, Tennessee	151	336	365	396
Nashville, Tennessee	242	320	360	403
Mobile, Alabama	115	229	275	321
Chattanooga, Tennessee	193	245	265	284
Augusta, Georgia	88	162	255	322
Charlotte, North Carolina	113	196	230	263
Greensboro-High Point, North Carolina	73	189	215	242
Columbus, Georgia	92	170	200	231
Charleston, South Carolina	99	160	185	211
Savannah, Georgia	118	151	180	208

## Survey Reveals Texas Has One-Tenth Of Centrally Air Conditioned Homes

TYLER, TEXAS. One out of every ten centrally air conditioned homes in the nation is in the state of Texas, with the total expected to increase by nearly one-third by the end of this year.

This fact was revealed by William Bynum, president of Carrier Corpo-

ration, in connection with ceremonies marking the turning on of the new air conditioning system in the local furnace and air conditioning manufacturing plant of the Bryant Division of Carrier.

The Tyler plant, which produces central residential air conditioning

## NAMES IN THE NEWS

### Victor Riesel To Speak At Mississippi Session

Victor Riesel, nationally famous labor columnist who was blinded in an acid-throwing attack last April by a petty hoodlum, will be a featured speaker at the Fifth Annual Convention and Free Enterprise Celebration of the Mississippi Manufacturers Association in October.

Riesel will speak at the luncheon on the second day of the big three-day program. The meeting will be held at the Buena Vista Hotel in Biloxi, October 18-20.

Initial contact to secure Riesel's commitment to address Mississippi industrialists was made by John E. Gregg, former FBI agent and now Executive Vice President and General Manager of MMA.

A prominent lecturer on labor organizations, Riesel has pledged himself to the crusade against "the attempts of mobs and Communists to take over certain sections of the labor movement." The attack in which he was blinded came a few hours after he made a broadcast on labor racketeering.

Others who will appear on the three-day program are Herbert V. Kohler, President, Kohler Manufacturing Company, Kohler, Wisconsin; Thurman Sensing, Executive Vice President, Southern States Industrial Council, Nashville, Tennessee; C. Maynard Smith, Labor Relations Expert, Atlanta, Georgia; and Mississippi's Governor J. P. Coleman.

MMA officials say the convention will be the most outstanding event of its kind ever held in the South.

### OTHER NEWSMAKERS:

**A. R. Bolling**, U. S. Army (Ret.), of Atlanta, has been elected a vice president of the Carling Brewing Company, Inc., of Cleveland, Ohio. He will assume responsibility for the general direction of the company's affairs in the southeastern area, as well as operation of the multi-million dollar brewery now under construction on Atlanta's South Expressway.

**C. E. (Jack) Hash**—named assistant advertising manager of the Norfolk and Western Railway. In other magazine and advertising appointments **James F. DeHart** and **Sam S. Riley** have become advertising assistants and **Tam P. Vannoy** has been named assistant editor of the Norfolk and Western Magazine.

**Charles T. Winship**—named to the Executive Committee of the Continental Gin

Company to replace the late **George Winship**. Board Chairman **R. S. Lynch** announced also that **E. H. Brooks**, executive vice-president, was elected to the Board of Directors.

**C. Hamilton Moses**, Chairman of the Board of Directors of the Arkansas Power & Light Company retired from the company, September 1. **R. E. Ritchie**, president of AP&L since 1952, succeeds **Moses** as Chairman of the Board.

**James P. Furniss**, has been added to the staff of the New York Service office of The Citizens & Southern National Bank and will become its Vice President in charge in January 1957.

**W. D. Arbuthnot**—appointed assistant

manager of the Fibre Board Container Division, Richmond, Va., of Robert Gair Company, manufacturers of paperboard and paper products.

**Daniel A. McBride**—has joined the Chemistry Division of Atlantic Research Corporation, Alexandria, Va., as project coordinator.

**Robert W. Meals**—appointed assistant manager of Allegany Ballistics Laboratory, the Navy-owned research and development center operated by Hercules Powder Company, near Cumberland, Maryland.

**Raymond H. Whitney**—named district manager for a new branch sales office and warehouse of the Morse Chain Company, a Borg-Warner Industry at Charlotte, N. C.



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 The Chattanooga Times, Chattanooga  
 The Chemstrand Corp., Decatur, Ala.  
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**THE COCA-COLA COMPANY**, Atlanta  
 Columbia-Southern Chemical Corp., Lake Charles, La.  
 Combustion Engineering-Superheater, Inc., Chattanooga  
 Commercial National Bank, Daytona Beach  
**CONTINENTAL TURPENTINE & ROSIN CORP.**, Laurel, Miss.

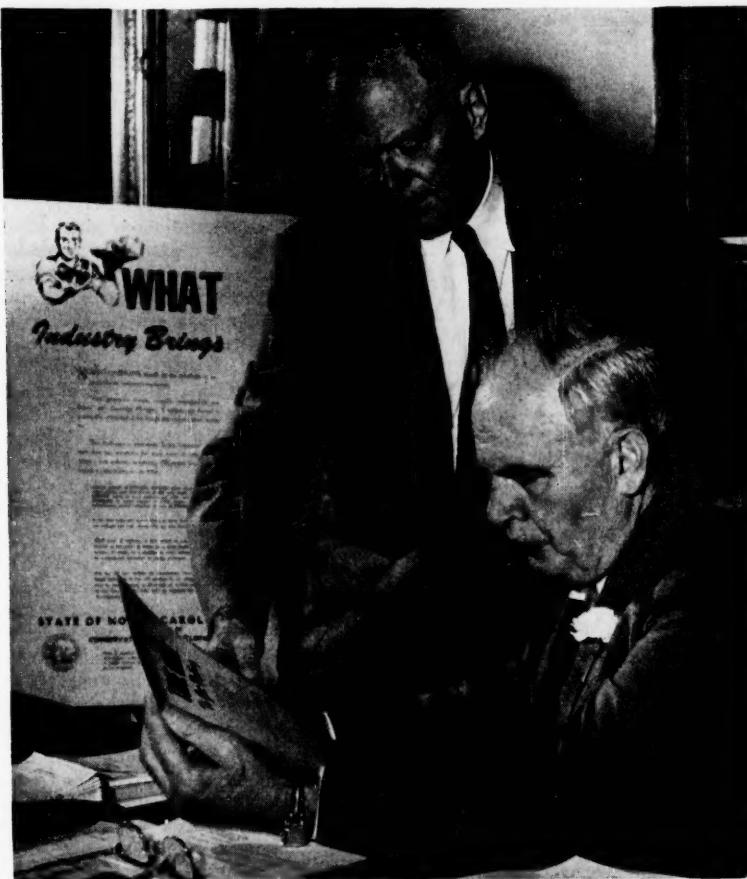
\* Italic face type indicates sustaining members.

W. H. Curtin Co., New Orleans  
 Davison Chemical Corp., Baltimore  
 DeBardeleben Coal Corp., Birmingham  
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 Dow Chemical Company, Atlanta  
 Dow Chemical Co., Texas Div., Freeport  
**E. I. DUPONT DE NEMOURS & CO., INC.**, Wilmington  
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 Gulf, Mobile & Ohio R. R. Co., Mobile  
 Gulf Oil Co., Atlanta  
 Gulfport Fertilizer Co., Gulfport, Miss.  
**GULF POWER COMPANY**, Pensacola  
**HARSHAW CHEMICAL CO.**, Cleveland  
 Hercules Powder Co., Inc., Wilmington  
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 Ideal Fishing Float Co., Inc., Richmond  
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**JEFFERSON ISLAND SALT CO.**, Louisville, Ky.  
**KERR-MCGEE OIL INDUSTRIES, INC.**, Oklahoma City  
 Kewanee Mfg. Co., Adrian, Mich.  
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 Kinston Free Press Co., Inc., Kinston, N. C.  
 Koppers Co., Port Arthur, Texas  
 Kraft Equipt. Co., Savannah  
 Labline, Inc., Chicago  
**LAUREL OIL AND FERTILIZER CO.**, Laurel, Miss.  
 Law & Co., Atlanta  
 Lawyers Title Insurance Co., Richmond  
 Liggett & Myers Tobacco Co., Durham, N. C.  
 Liller, Neal, and Battle, Atlanta  
 Lion Oil Company, El Dorado  
 Long-Lewis Hardware Co., Bessemer, Ala.  
 Louisiana Power & Light Co., New Orleans  
 Louisville and Nashville Railroad Co., Louisville  
 Masonite Corp., Laurel, Miss.  
 McCall Manufacturing Co., Easley, S. C.  
**MEMPHIS PUBLISHING CO.**, Memphis  
 Merchants National Bank, Mobile  
 Metal-Katcher Co., Louisville  
 Miller and Rhoades, Inc., Richmond  
 Minis & Co., Savannah  
 Mississippi Chemical Corp., Yazoo City  
**MISSISSIPPI POWER CO.**, Gulfport  
**MISSISSIPPI POWER & LIGHT CO.**, Jackson  
**MISS. VALLEY GAS CO.**, Jackson  
 Monsanto Chemical Co., Anniston  
 Monsanto Chemical Co., Texas City, Tex.  
 Nashville, Chatt. & St. R. R. Co., Nashville  
 National Brands, Gulfport, Miss.  
 Nat'l Fruit Produce Co., Winchester, Va.  
 Ness Sanitary Wiper Co., Asheville, N. C.  
 Newman, Lynde & Associates, Inc., Jacksonville  
**NEW ORLEANS PUBLIC SERVICE, INC.**, New Orleans

Newport Industries, Inc., Pensacola, Fla.  
 Newport News Shipbuilding & Drydock Co., Newport News, Va.  
 The News & Courier Co., Charleston  
 Norfolk and Western Railway Co., Roanoke, Virginia  
 Oklahoma Gas & Electric Co., Okla. City  
 Pan-Am Southern Corp., New Orleans  
**PEMCO CORP.**, Baltimore  
 Philip Morris Co., Ltd., Richmond, Va.  
**PHIPPS & BIRD, INC.**, Richmond  
**PLANTATION PIPE LINE CO.**, Atlanta  
 Powhatan Mining Co., Baltimore, Md.  
 Wm. P. Poythress & Co., Richmond  
 The Progressive Farmer, Raleigh  
**RALSTON PURINA COMPANY**, St. Louis  
 Reynolds Metals Co., Arkadelphia, Ark.  
 Richards & Assoc., Inc., Carrollton, Ga.  
 Rittenbaum Bros., Atlanta  
 Riverside Oil Mills, Marks, Miss.  
 A. H. Robins Co., Richmond  
**RUST ENGINEERING CO.**, Birmingham  
**SAVANNAH SUGAR REFINING CORP.**, Savannah  
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**SEARS ROEBUCK & CO.**, Atlanta  
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 Southland Co., Yazoo City, Miss.  
 Southland Paper Mills, Inc., Lufkin, Texas  
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 Texas Foamed Plastic Corp., Gonzales, Tex.  
 Texas Gulf Sulphur Co., Newgulf, Texas  
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 Wilson Paper Box Co., Richmond  
 Wise Motor Co., Hazlehurst, Miss.  
**WOLVERINE TUBE**, Decatur, Ala.  
 Zep Manufacturing Company, Atlanta, Ga.

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Alabama Academy of Science  
 Arkansas Academy of Science  
 Florida Academy of Science  
 Georgia Academy of Science  
 Mississippi Academy of Science  
 N. C. Academy of Science  
 Oklahoma Academy of Science  
 Tennessee Academy of Science  
 Virginia Academy of Science



Newly-elected chairman of the Southern Governor's Conference, Luther Hodges of North Carolina, has been active in industrial expansion activities for his state. Here he is pictured going over industrial development advertising with Ernest B. Hunter, Assistant to the Publisher of the *Charlotte Observer*. Members of the industrial advertisement committee of the North Carolina Press Association are publishing the development ads as a public service.

## Industrial Projects Dominate Discussions

### At '56 Southern Governors Session

WHITE SULPHUR SPRINGS, WEST VA. From start to finish the 1956 Southern Governors' Conference here stressed the interest of Dixie chief executives in accelerating industrial progress in the South.

Discussions directed at ways for speeding up technical and economic development highlighted each of the three general sessions. On the first morning the major theme was industrial development. The second day featured atomic energy, and on the

closing day water conservation topped the agenda.

An important feature of the first session was the annual report prepared by the Southern Association of Science and Industry and presented by Governor Orval Faubus of Arkansas. (See cover). A summary of this report, which covered significant achievements of the region during the past year, begins on the following page.

Included in the SASI report were recommendations that the Conference

establish a permanent committee on industrial development to include representatives of both private and public development agencies. The governors accepted the recommendation regarding the permanent committee but specified that committee members would be selected by each governor.

The governors, however, passed a resolution commending SASI and requesting continuation of studies which the Association has conducted for the Conference for the past several years. The full text of this resolution follows:

"The Conference wishes to recognize and commend the Southern Association of Science and Industry for its assistance to the Conference's standing committee and for its continuing efforts in behalf of industrial development in the South. The Conference requests that the Southern Association of Science and Industry continue its industrial studies previously requested and recommends that the advisory committee created by this resolution call upon the Southern Association of Science and Industry whenever in the judgment of the Committee the Association may be of service."

The session on atomic energy featured the presentation of a report compiled by the Southern Regional Education Board. Various sections of the comprehensive study were presented to the Conference by a panel of governors.

The SREB study contained major sections on agriculture; atomic power; industrial applications; manpower and education; medicine, and public health. Most interest centered on the sections on industrial applications and atomic power.

The SREB report contained a number of recommendations which were developed through a series of conferences held at Oak Ridge, Raleigh, Aiken, and St. Petersburg. However, an additional list of recommendations was presented to the Conference by SREB Chairman LeRoy Collins following the panel discussion.

The Collins plan, subsequently adopted by the Conference, calls for the creation of a new atomic study group within the SREB operation. Each state will be asked to pay \$5,000 per year for the program.

At its closing business session the Conference elected North Carolina Governor Luther Hodges as chairman for the coming year. The 1957 session will be held at Sea Island, Georgia.

## Here are Highlights of Progress Report Given By Arkansas' Governor Faubus:

### 1. INDUSTRIAL AND SCIENTIFIC PROGRESS OF THE SOUTH

It is my privilege this morning to report to you on the scientific and industrial progress of our region. This is a particularly pleasant task because the South during the past year reached a new peak of industrial progress and technological achievement.

This record of progress reflects expanded income and increased output in almost all major business fields. Today the South's economy shows a strength and growth potential unequalled since records have been kept.

Most impressive are the South's gains in manufacturing. Responding to the need for a more diversified economy, the region in recent years has acquired new industry at a rate substantially greater than that of the nation as a whole.

Since the beginning of World War II, the South has outpaced the nation in increased manufacturing output and plant capacity. Today, the region possesses new and highly efficient facilities with which to meet the competitive conditions which lie ahead.

Among the many facilities which are contributing to the steady and record-shattering progress of the South, there are ten primary motivating forces:

1. Expanding consumer and industrial markets.
2. Manpower resources.
3. Materials and minerals.
4. Water resources.
5. Favorable governmental attitude.

6. Transportation system.
7. Expanding utility services.
8. Security against attack.
9. Growing financial assets.
10. Intangibles including climate and way of life.

Most of these factors are well known. Of special concern to this audience is point number 5—the attitude of our state governments to industrial development.

There is substantial basis for us to claim that Southern state governments—particularly the governors' offices—have evidenced more interest in development than those in any other region. Almost without exception, the members of this conference have devoted extensive personal efforts to accelerate our industrial progress.

This interest has been demonstrated in a variety of ways. My own interest is reflected in an expansion of the program of our industrial development commission and in new approaches to industrial plant financing.

Other governors have shown their concern in a variety of ways. For example, some of our Southern governors have introduced a new type of "personal diplomacy" to the industrial development scene. I refer to the trips made throughout the nation to discuss Southern opportunities with leading business executives.

But regardless of method, we have succeeded in convincing the nation's business leaders that they and their industries are welcome in the South. We

have provided a favorable political climate in which business can grow and prosper.

This is an achievement of which this conference can be proud. But we must not be complacent! In order to assure the continued industrial growth of our region we must continue to devote a maximum effort to this cause.

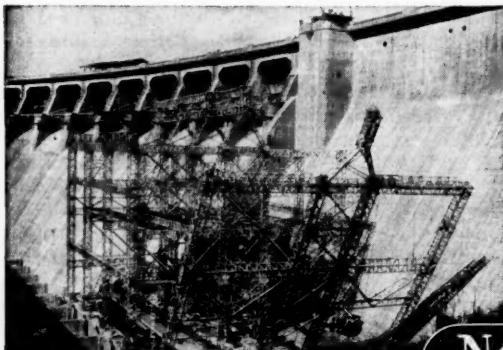
And if we maintain our good business, climate, our region's favorable location factors will continue to attract industry. Almost without exception, industrial development experts see an extremely bright future for the South.

You may recall that in the report presented to the Conference last year by the SASI it was predicted that the South would add some 10,000 new manufacturing plants of all sizes and types during the next ten years. This would give us an average of about 1,000 new plants per year.

I am happy to be able to report to you this morning that we are actually exceeding that pace. During the first six months of this year we added more than 550 important new plants in the South. And this figure does not include many small units that will become important in the years ahead.

These figures, incidentally, were derived by means of the New Plant Reporting Service established by the SASI at the request of this conference last year. I am glad to note that this service is steadily improving and promises to become increasingly useful.

Parenthetically, I might observe that these figures very definitely refute the suggestion that racial tension might discourage the location of new industries in the South. The abundant evidence collected by the SASI proves that this is merely wishful thinking on the part of the South's competitors and



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has no basis in fact.

Perhaps the most important trend in the industrial development of the South today is the increasing emphasis on highly technical activities. Today, we find among our most important growth fields in the South such complex industries as electronics, aircraft and guided missiles, nuclear energy, and chemicals.

We are fast substituting brains for brawn in our manufacturing activities!

A year ago this subcommittee asked the Southern Association of Science and Industry to investigate Southern progress in some of these fast-moving "growth" fields. I am happy now to give highlights from some of the studies SASI has compiled in our behalf.

**Electronics**—Most surprising is the large variety of activities in the field of electronics which is found today in the South. This is an industry which simply did not exist in the South a decade ago.

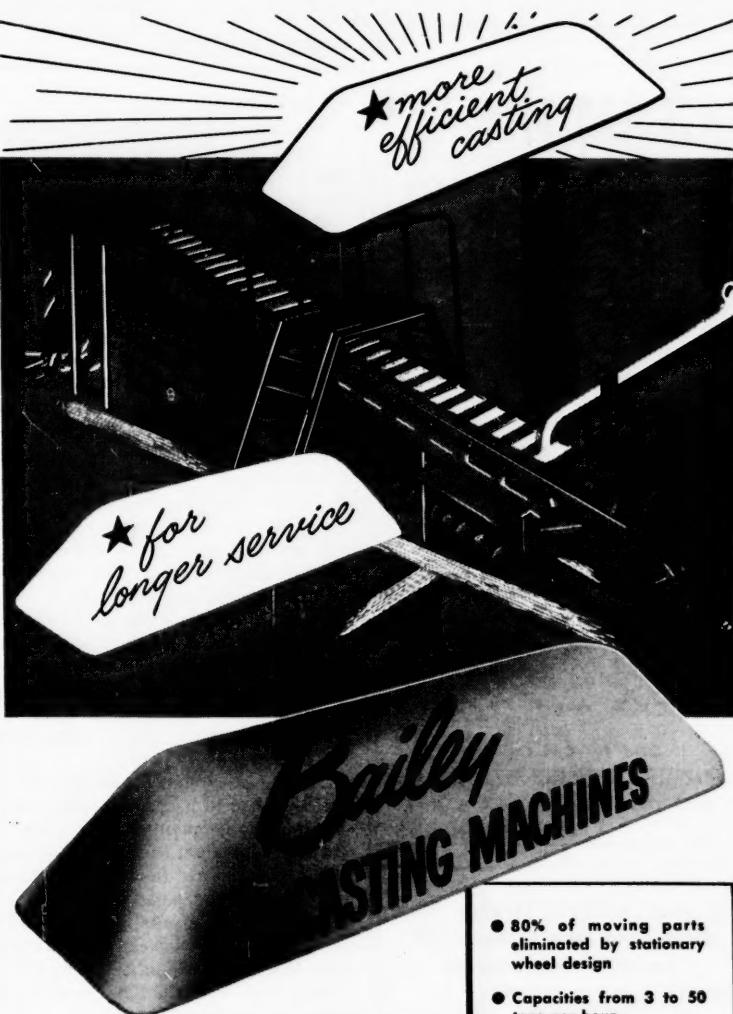
The SASI survey compiled recently identified more than 200 important electronics plants operating in the South today. These units include huge plants for the nation's leading companies as well as small home-grown industries founded by ingenious young Southerners.

These Southern plants today are manufacturing such products as radio and television sets, geophysical prospecting equipment, magnetic recording tape, radar navigation equipment, and a great variety of electronic components.

And it is clear that the electronics industry is finding a favorable business climate in the South. Significantly, General Electric and Westinghouse are locating most of their big new plants in our area. GE, for example, has located 21 major plants in the South during the past decade. These units provide employment for more than 30,000 workers and represent a tremendous stimulus to the economy of the region.

**Aircraft and Missiles**—Another field in which we are making rapid progress is in the development and manufacture of all types of aircraft and guided missiles. A recent SASI survey found that the South today has some 110 significant aircraft and missile plants, as contrasted with only a half-dozen or so at the close of World War II.

And it is certain that the South's role in this important field is going to increase in importance in the near future. For the region is now involved in research and development on many of the nation's most advanced aeronauti-



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cal projects.

For example, the development work on the first nuclear-powered bomber is being carried out in the South. The South is also the scene of work on a half-dozen missiles and rockets vital to our defense. The first man-made earth satellite will be launched from a Southern site next year.

It is significant, too, that many of the nation's foremost aircraft engineering and research studies have been located in the South. It is certain that these important facilities will act as magnets in attracting additional aircraft industries to the region in the months ahead.

**Atomic Energy**—Still another field in which Southern industry is assuming an important role is the development of atomic energy. The region has always had an important place in the AEC program since the establishment of the first huge plant at Oak Ridge during World War II. And, of course, the South today boasts vital AEC defense units at Aiken, South Carolina; Paduca, Kentucky; and Amarillo, Texas.

But the most significant fact uncovered by SASI in its study is that Southern industry is moving rapidly into nuclear development activities. It was found that more than 50 Southern firms during the past year have received special permits from the AEC to permit them to use classified nuclear data. Moreover, a number of important private atom projects have been established in the region.

Just recently Babcock and Wilcox in Virginia began operating the nation's first private plant for the manufacture of nuclear fuel elements. Elsewhere in the South engineers and industrialists are busy developing nuclear propulsion for ships, reactors for power generating, and a host of applications of radioactive materials.

Altogether, atomic energy today represents a \$3 billion industry in the South. And the industry is still in its infancy!

In order to explore fully the interest of Southern business in atomic energy, there was held a Southwide atomic forum in Atlanta last April. This meeting was held under the co-sponsorship of

the SASI, the Atomic Industrial Forum—which is the nation's leading nuclear energy business organization—the Oak Ridge Institute of Nuclear Studies, the Oak Ridge National Laboratory, and key Southern business firms.

It is significant that this conference attracted more than 400 Southern business leaders—the largest group that has ever assembled to discuss the South's atomic industrial future. And it was emphasized time and again during this meeting that Southern industry is ready, willing and able to take full advantage of industrial opportunities in this important new field.

One of the most significant results of this meeting was the conclusion that the major controlling factor in the development of civilian uses of atomic energy was the supply of technical and engineering personnel. As industry already is hampered by a shortage of scientists and engineers, these additional requirements place an added load upon our already overburdened educational system.

Solution of this problem should be the prime objectives of interested educational organizations and institutions.

A copy of the program for this important conference and a list of those who attended is contained in the bound volume before you. I believe you will find it impressive.

**Chemicals**—But chemicals remain the most important of the South's growth industries. SASI reported to this Conference two years ago that approximately one-half of all new chemical plants built in the nation are now located in our region. This trend will continue, due in large measure to the availability in our region of petroleum, natural gas, and other important chemical raw materials.

I would like to note that one of the fastest-growing chemical processing activities is the manufacture of pulp and paper.

Throughout our region huge new multi-million dollar mills are being located to utilize the South's most valuable renewable resource—the cellulose of our pine trees. In my home state we have had three new mills, including one \$50 million unit, announced near the small city of Pine Bluff, I need not tell

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you what this means to our economy.

Obviously, the rapid progress of technological industries in the South runs parallel with expansion of scientific education and basic research programs. It is particularly encouraging that the South is making important progress in these areas as well.

For example, a survey published by SASI a few weeks ago revealed that 49 Southerners today hold memberships in the National Academy of Science. By contrast, only one Southerner was listed among the 238 members of the National Academy thirty years ago. This is but one of many indications of regional progress.

These are just a few highlights of our recent Southern progress. You will find detailed statistical information in the accompanying report compiled by the SASI.

### 2. ROLE OF THE SOUTHERN GOVERNORS' CONFERENCE IN INDUSTRIAL DEVELOPMENT.

Now I am sure you will agree that the outlook is encouraging. But it must be emphasized that the progress of the South is not automatic or inevitable. We can guarantee the continued achievement of our industrial and scientific goals only by a maximum effort at the regional, state and local levels.

*Background*—The South has made rapid strides in industrial development in recent years because we have invested heavily in time, energy, and money to promote our progress. We have developed an industrial team that is the envy of many other regions.

At the local level, we have our chambers of commerce, development foundations, industrial bureaus, and civic groups. At the state level we have our own state development agencies, our state chambers of commerce, our associated industry groups, our economic councils, and our manufacturers associations.

At the regional level, Southern progress has been promoted by the Southern Governors' Conference, the SASI, and other regional organizations. Such organizations working in concert with our railroads, utilities, banks, and other business firms are responsible in large measure for the South's economic progress.

This type of organized approach is essential, for industrial development today is a complex, highly competitive activity. A recent survey reveals that there are more than 5,000 development groups in the nation working to attract industry to various localities. Many of

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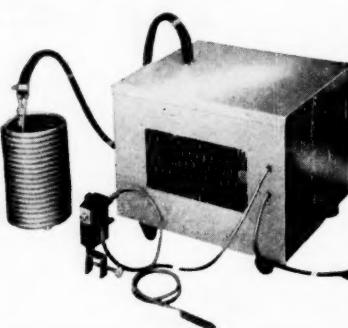
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these organizations have highly-skilled professional staffs with substantial budgets and influential support.

It is clear that this is not a field for amateurs, or for those lacking in industrial experience. If the South is to take full advantage of its opportunities, we must place our confidence in our industrial development experts and give them the support needed to carry out their programs.

A new survey completed by SASI just a few weeks ago reveals that today there are more than 2,000 industrial development groups active in the South. It is clear, therefore, that we do not need more agencies and organizations in this field.

Instead we need better coordination and closer cooperation!

Therefore, this subcommittee recommends that the Southern Governors' Conference strengthen its affiliation with the established development organizations in order to achieve a higher degree of coordination and effectiveness.

With this in mind, I would like to review briefly the role the Southern Governors' Conference has played in industrial development activities.

I am sure most of you recall the effort made over a period of years to achieve freight rate equalization. The Governors' Conference gave this project high priority and was undoubtedly a major factor in bringing about a more reasonable rate pattern.

**SASI Assistance**—More recently, the Conference acted to utilize the advisory services of the Southern Association of Science and Industry. The SASI, as most of you know, is a non-profit organization founded in 1941 to study and develop the resources of the region. Its membership includes several hundred important Southern industrial firms, railroads, banks, utilities, universities, associations, and technical institutions.

At the invitation of the Conference, SASI representatives appeared at the Hot Springs, Virginia Session in 1953 to outline the Association's program. As a result, the Association was invited to present a formal report to the 1954 session at Boca Raton.

This report, "The South in 1975," was so well received that the Conference at Boca Raton voted to ask SASI to present an annual report to the Conference. The first such annual report was made at Point Clear last year. Today, I am giving you on behalf of SASI a second such annual report.

## BOOKS AND REPORTS

**Texas' Dry Panhandle:** Early summer rains have come and gone, and the Panhandle is still under the threat of major drought damage; *Texas Business Review*, June, Bureau of Business Research, Univ. of Texas; 24 pp., \$20.

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**Forest Insect Conditions in the Southeast During 1955,** by E. P. Merkel and R. J. Kowal, Southeastern Forest Experiment Station, Asheville, North Carolina, 9 pp.

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**Changes in Alabama Agriculture Since 1950,** by Ernest F. Patterson, Alabama Business, Bureau of Business Research, School of Commerce and Business Administration, Univ. of Ala., 8 pp.

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**Factory Electrification,** by F. T. Bartho and C. H. Pike; installation and maintenance of factory electrification; Philosophical Library, Inc. 15 East 40th Street, New York 16, N.Y., 398 pp., \$12.00.

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**Wholesale Trade in a Growing Florida Market,** by Carter C. Osterbind and Elise C. Jones, Economic Leaflets, Bureau of Economic and Business Research, College of Business Administration, U. of Fla., Gainesville, Fla., 4 pp., .03.

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Dept. of Labor, Raleigh N. C., 540 pp., \$5.00.

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The Record, in conjunction with the Southern Association of Science and Industry, makes it a policy to keep posted on all companies that are expanding into the South.

As soon as a company has announced a new plant at a site in the area, Manufacturers Record begins arriving at the desk of the executive in charge of the plant. Often such executives are not familiar with southern suppliers, so their first source of information is the Record.

This trust is justified because the Record has influenced the buying habits of southern industry for more than 73 years. Why not plan a regular advertising program now?

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**TO: Manufacturers Record, Conway Building,  
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**Colonel  
M. R.  
Says**

**And So They Were Wed**—Miami publiciters rarely overlook a bet. They've now staged a wedding of camels! They had a pair of camels at the municipal Zoo, but the female died leaving Cecil pining. School children contributed the necessary \$1,700 to bring Cecilia to Miami to console lonely Cecil and, when she arrived, an elaborate "Arabian" wedding ceremony was staged with an audience of thousands. Cecilia didn't cooperate much, busying herself while a sheik in a burnoose was intoning the "ceremony" with eating most of the trousseau which had been tied on her. She even sampled the orchid tied to one knee but didn't care for it much. Cecil, though, was quite different. After the ceremony was over, the sheik announced: "Cecil, you may kiss the bride." By the wildest of coincidences, Cecil chose that very moment to implant one of the wettest and loudest smooches ever created on Cecilia's unblushing cheeks to the delight of the publiciters and of the camera boys.

**It's Gold In Texas**—Scanning the Corpus Christi Chamber of Commerce *Newsletter* the other day, we found those good people advertising for, of all things—gold dust bags.

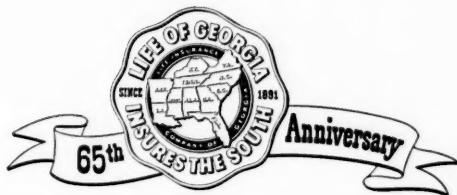
Why? It's a promotional gimmick designed to ballyhoo the construction of the Wesley Seale Dam that is being built at Corpus Christi.

The chamber is planning to imprint the bags with the words, "Corpus Christi Gold Dust—Redeemable on or before January 1, 1958." In the bags will be placed an ounce or two of dirt from the Dam which is expected to be completed the first of 1958.

Because of the Dam's value to the community, the Chamber of Commerce feels justified in labeling it, "Corpus Christi Gold Dust."

**A Real Membership Drive**—In Palmetto, Florida, the local Jaycees thought up a marvelous gimmick for a membership drive. A rattlesnake was presented to one member and he was told he'd have to get a new member before he could pass on the snake to another member. In just a day, this increased the membership by nearly 100 per cent. The only thing wrong was that everybody assumed that everybody else had defanged the rattler. Fortunately, it was in a good temper and bit no one, because nobody had.

**Grits Is**—The *Daily News* of Jackson, Mississippi, is quite definitely perfectionist in its attitude. When it received a United Press dispatch giving grits (the kind that go with hog jowls) a plural verb, it protested mightily to the U. P. The news bureau was prompt to make amends. "The United Press regrets its error", it said.



*People* are making Southern progress. Per capita income climbs. New roads, schools, hospitals, and homes change the landscape. Business and industry expands. The Southern region has 25% of the nation's manufacturing facilities. Agriculture is vigorous and diversified. A score of years ago the South was called the nation's Number 1 Economic Problem. A decade ago it was the Number 1 Economic Opportunity. Today it is an Economic Miracle — an achievement by *people* of character and ability whose efficient management and productive labor are equal to the nation's best.

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*Serving the people* of the South is the business of Life Insurance Company of Georgia. We have been doing it since 1891, for 65 years meeting day-to-day insurance needs. In addition to millions of dollars paid to beneficiaries and policyholders, we have financed Southern businesses, highways, water works, schools, hospitals, and homes. These funds come from money entrusted to us by hundreds of thousands of policyholders—Southerners helping Life of Georgia help the South.

**SOUTH'S ECONOMY BOOMS**

PER CAPITA INCOME CLIMBING STEADILY

**LIFE Insurance Company of GEORGIA**

INSURES THE SOUTH · SINCE 1891

HOME OFFICE ATLANTA

MORE THAN A BILLION AND A THIRD DOLLARS

LIFE INSURANCE IN FORCE

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spark-proof for those whose need is strength AND lightness. Extra safe and strong. Allowable fiber stress 15,000 psi. Modulus of elasticity 10,000,000 psi.



## RIVETED STEEL

where it is desired to match existing grating.

**EXTRA CLOSE SPACED  
PLAIN • SERRATED**



**Kerrigan Grating—Custom-Made for YOUR Job and SAFE because it's Weldforged**



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for the 1001 application where safety and strength come first. Kerrigan Steel Grating is BONDERIZED for corrosion resistance and extra years of life.

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